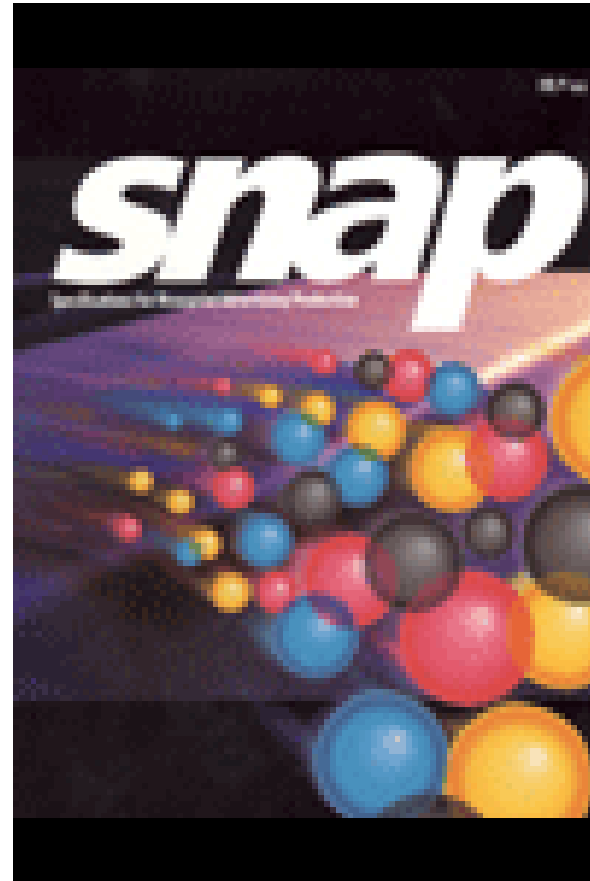# Photoshop Training for Newspaper Printing

Tuesday, February 26, 2008

Photoshop Training for Newspaper Printing

- # Overview

  - Color Management

  - Newspaper Offset Printing

  -Specifications for Newspaper Advertising Production (search for SNAP at http://www.naa.org/)

  -Digital Imaging / Toning Workflow using Adobe Photoshop

Photoshop Training for Newspaper Printing

- # Digital Imaging:
  Establishing
  a Toning Workflow

  -Photoshop
  - *Color Settings
  - *Prefs / Configuration
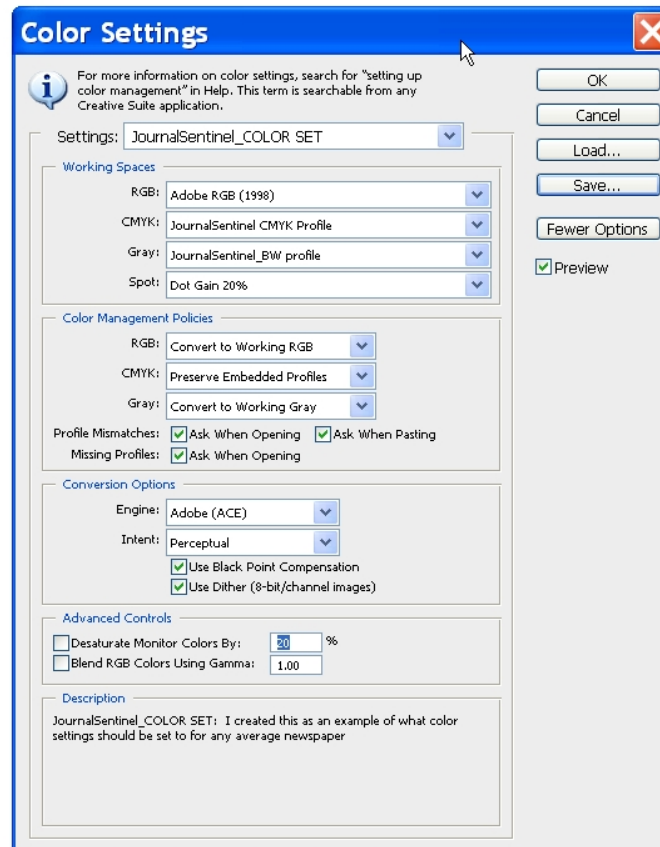 - *Standard Operating Procedures

TONING WORKFLOW
Standard Operating Procedures

1. Analyze the Image

2. Improve Tone range

3. Color Correction

4. Detail Enhancement

5. Convert, Save, Release

Photoshop Training for Newspaper Printing

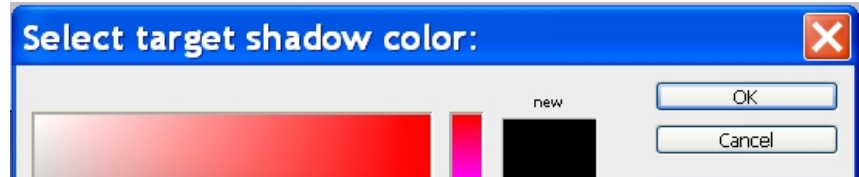*Color Settings / Preferences / Configuration*
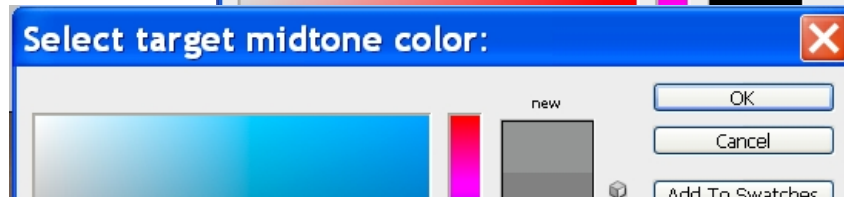
COLOR SETTINGS
window

Photoshop Training for Newspaper Printing

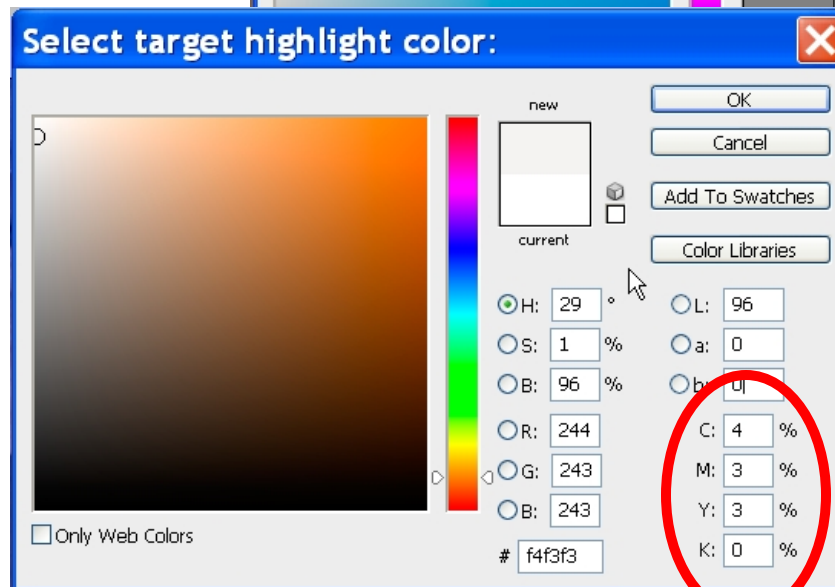*Color Settings / Preferences / Configuration*

SHADOW
DROPPER window

MIDTONE
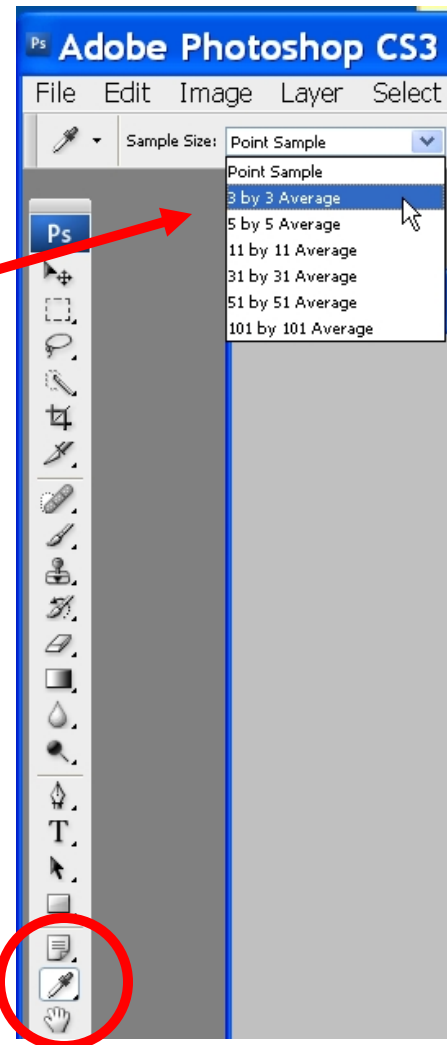DROPPER window

HIGHLIGHT
DROPPER
window

Photoshop Training for Newspaper Printing

Color Settings / Preferences / Configuration

EYEDROPPER
TOOL preference

*Set the
eyedropper
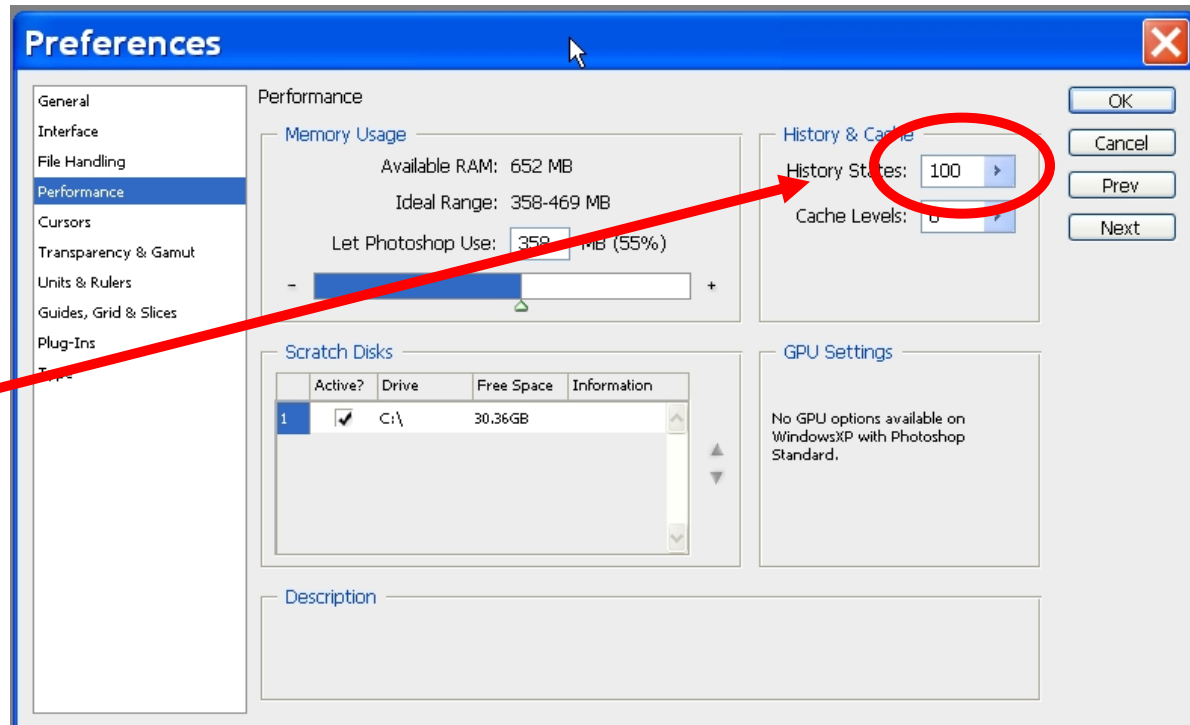Sample Size to
3 by 3 Average*

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Color Settings / Preferences / Configuration

HISTORY STATES preference

Set the History States to 100

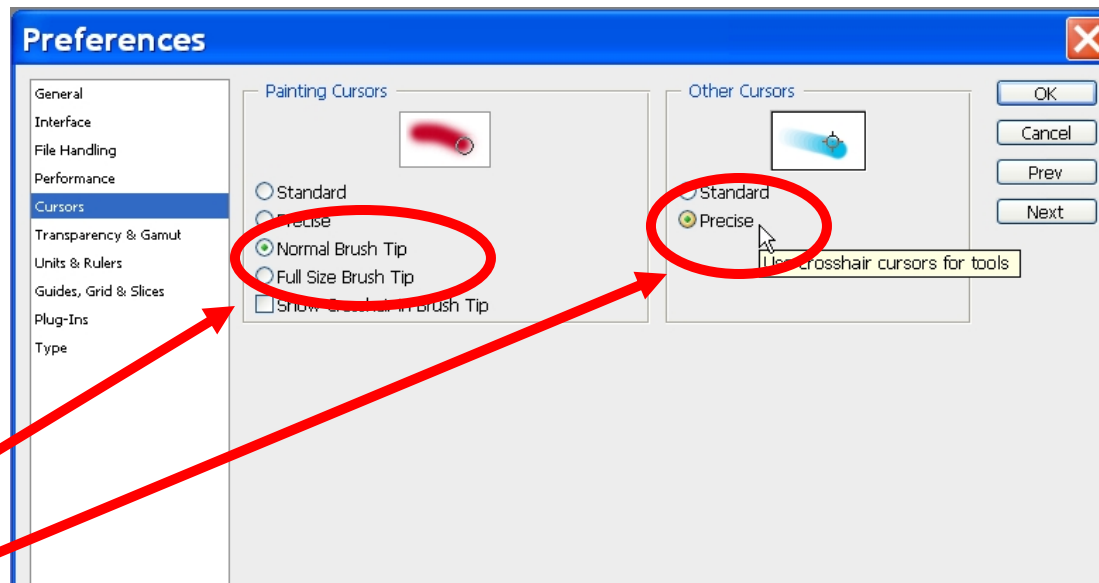US Ink — A Division of Sun Chemical Corporation

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Color Settings / Preferences / Configuration

BRUSHES and CURSORS preference

Set the Brushes and Cursors preference to BRUSH SIZE and PRECISE

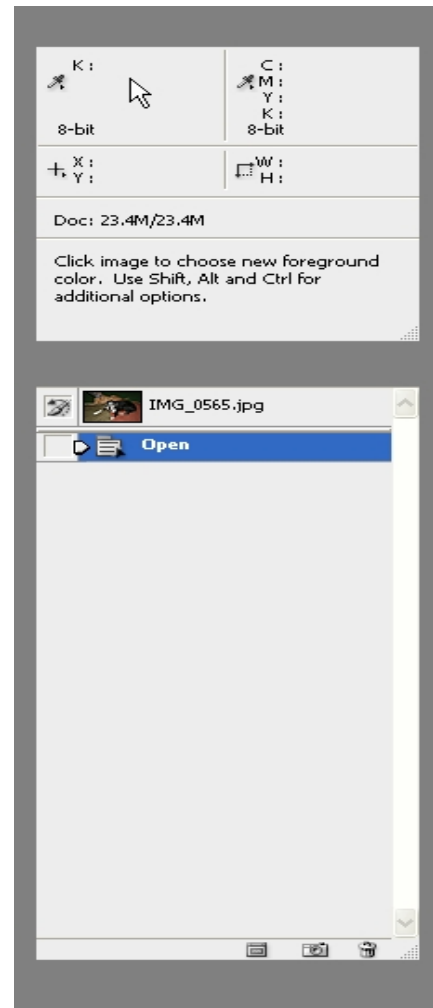![US Ink - A Division of Sun Chemical Corporation]

Photoshop Training for Newspaper Printing

Color Settings / Preferences / Configuration

Desktop Configuration
within Photoshop

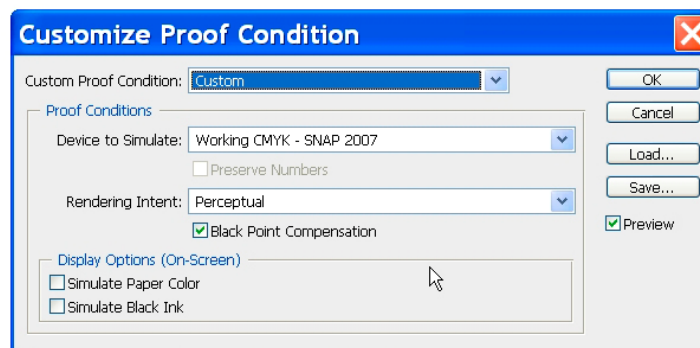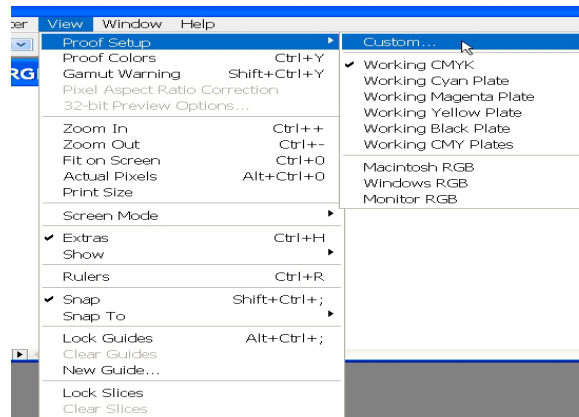*The INFO and HISTORY PALLETTES should be set-up as shown at the right*

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Color Settings / Preferences / Configuration

View/Proof Setup/custom

Setting the Proof Setup to the working SNAP 2009.icc CMYK profile allows you to view the image as if it was in CMYK, but still exists in the RGB working color space.

Photoshop Training for Newspaper Printing

Toning Workflow

IMAGE SIZE window

1. ## Analyze the Image

   - Open RGB and B&W originals, and convert to working color space set within Color Settings

   - Open CMYK originals, preserve any embedded profiles, then convert immediately to working RGB color space.

   - Evaluate quality of original (Is it sharp? Grainy? Severe color cast? What is the lighting source(s)?

   -Crop/size image to final print size (within 20%)

Photoshop Training for Newspaper Printing

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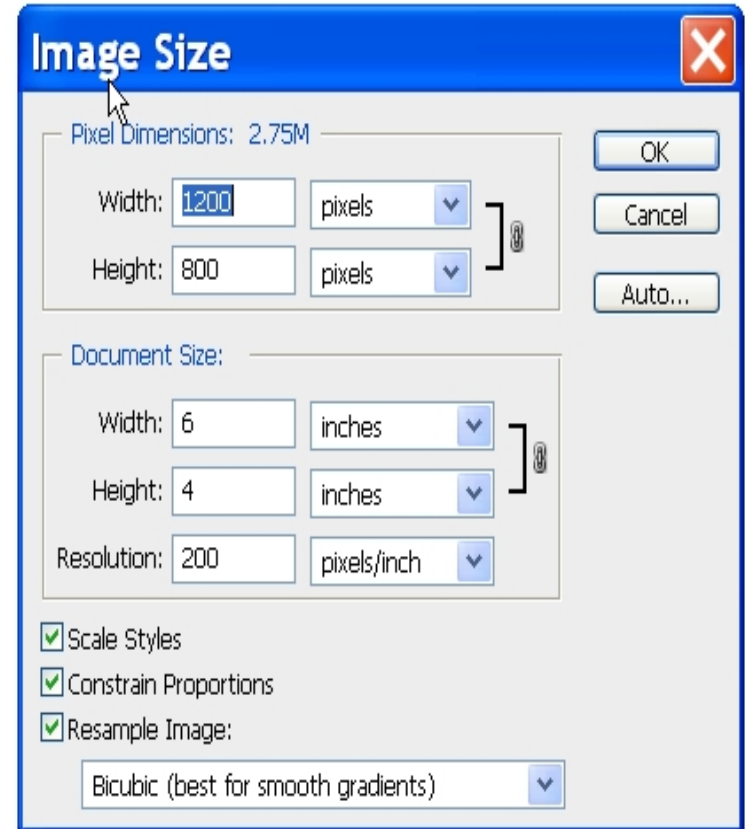
Photoshop Training for Newspaper Printing

Toning Workflow

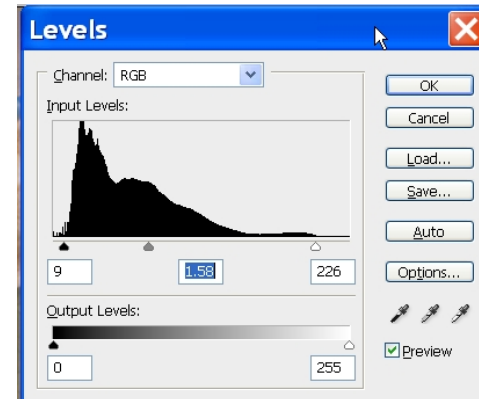2. Improve the Tone Range

Tools used:

- LEVELS

Set the highlight, shadow, and midtones using the histogram.
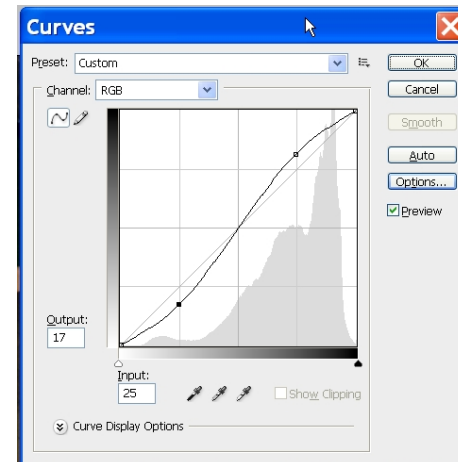
-CURVES

Add contrast to 'secondary highlights' in fleshtones.

Add contrast to other areas that require more "pop"

LEVELS window

CURVES window

Photoshop Training for Newspaper Printing

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Photoshop Training for Newspaper Printing

Toning Workflow

3. Color Correction

Tools used:

- HUE / SATURATION

> Use for 'shifting color' from one hue to another; use for saturating or desaturating color
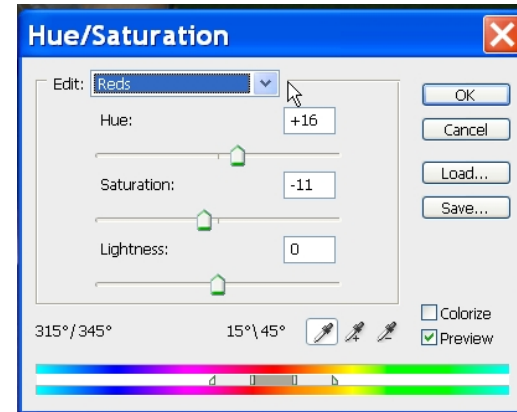
- SELECTIVE COLOR

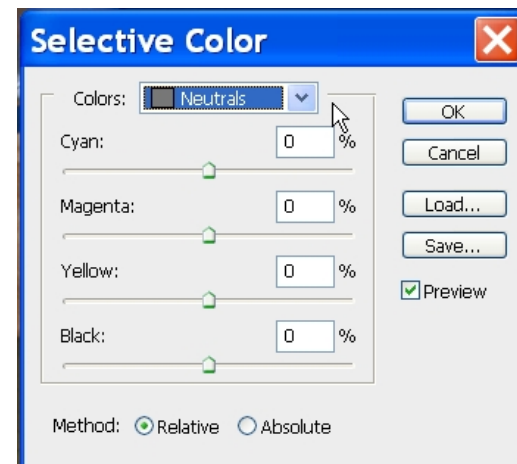> Fine-tune colors or make drastic changes by forcing color in or out

- REPLACE COLOR

> Targeted hue shift or saturation changes adjustable by "fuzziness"

HUE / SATURATION window

SELECTIVE COLOR window

Photoshop Training for Newspaper Printing

Toning Workflow

3. Color Correction (con't)

Checklist:
-Neutrals (whites, grays, blacks)
-Memory colors
-Fleshtones
-Saturate colors when needed; contaminate colors when necessary

CMYK ratios:

	Neutrals		Fleshtones in 'secondary highlights'		
C	4	40	3	6	9
M	3	30	8	16	24
Y	3	30	11	22	33
K	0	5	0	0	0

Photoshop Training for Newspaper Printing

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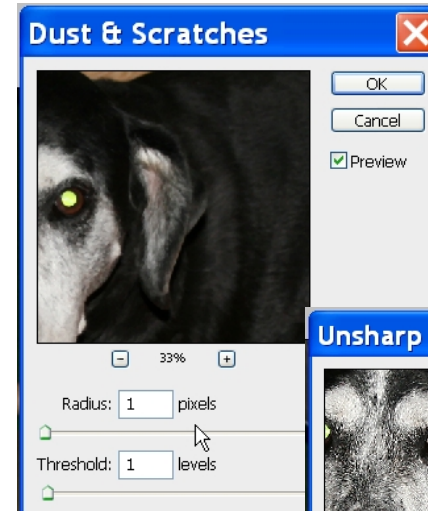# Photoshop Training for Newspaper Printing

Toning Workflow

5. Detail Enhancement

- Clean up noise, grain, artifacts, (etc.)
- Sharpen subject areas, blur out-of-focus backgrounds, improve depth of field
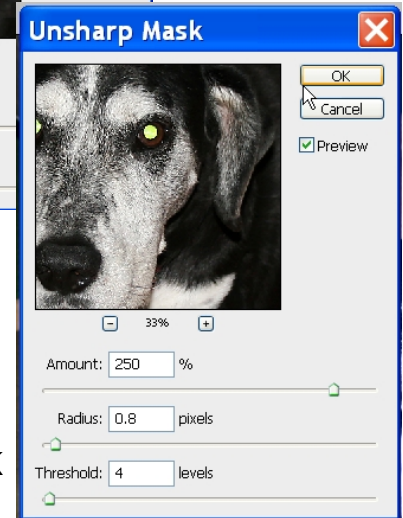
Tools used:
  -Despeckle
  -Dust and Scratches
  -Unsharp Mask

DUST and SCRATCHES window

UNSHARP MASK window

Photoshop Training for Newspaper Printing

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Photoshop Training for Newspaper Printing

Toning Workflow

6. Convert, Save and Release

- Convert from RGB to CMYK (or Grayscale if running in black and white)

NOTE: If converting from RGB to Grayscale, images will flatten out slightly. Re-adjust contrast if necessary

- SAVE AS to front end system or other location.

NOTE: Make sure you are embedding the correct color profile found in your Color Settings.

MODE change window