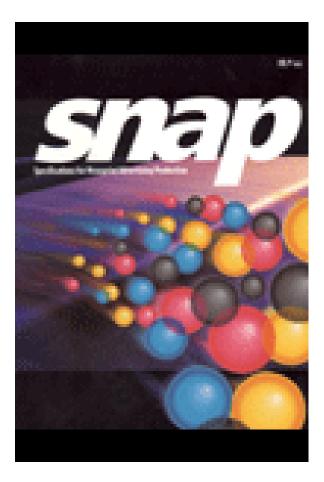


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- Overview
  - Color Management
  - Newspaper Offset Printing
  - -Specifications for Newspaper Advertising Production (search for SNAP at http://www.naa.org/)
  - -Digital Imaging / Toning Workflow using Adobe Photoshop





- Digital Imaging: Establishing a Toning Workflow
- -Photoshop \*Color Settings \*Prefs / Configuration \*Standard Operating Procedures

#### TONING WORKFLOW

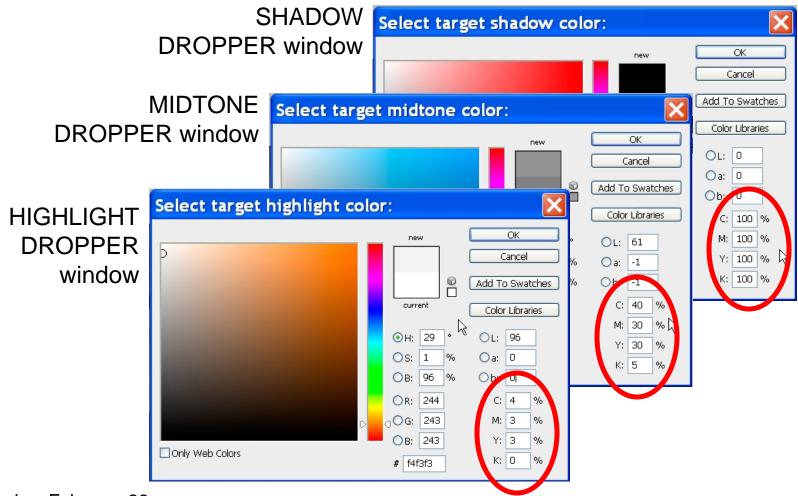
**Standard Operating Procedures** 

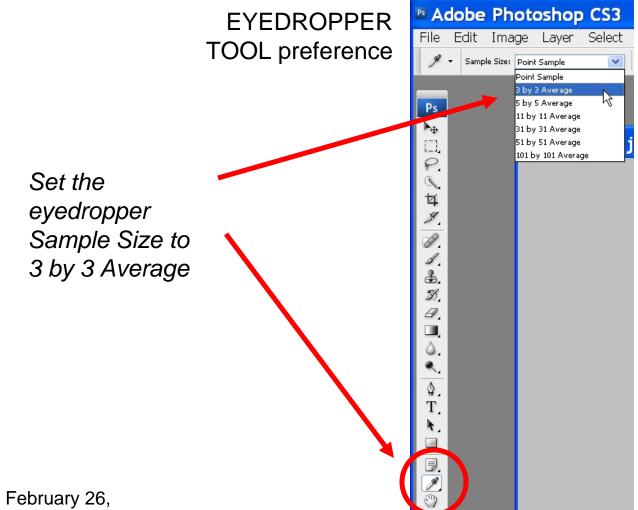
- 1. Analyze the Image
- 2. Improve Tone range
  - 3. Color Correction
- 4. Detail Enhancement
- 5. Convert, Save, Release

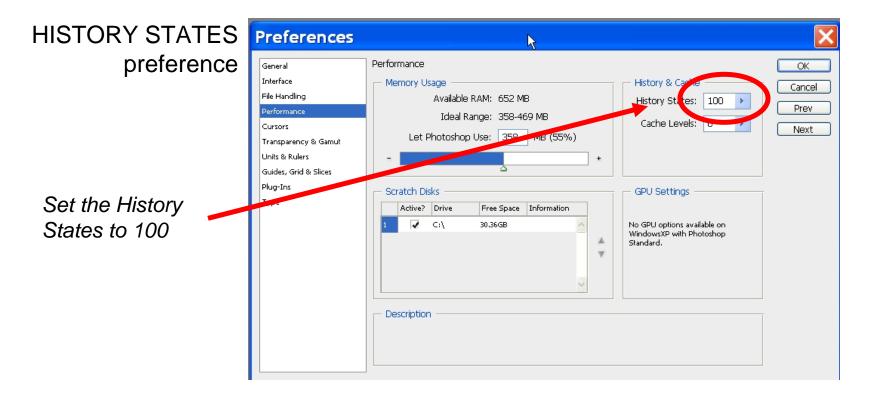


Color Settings / Preferences / Configuration

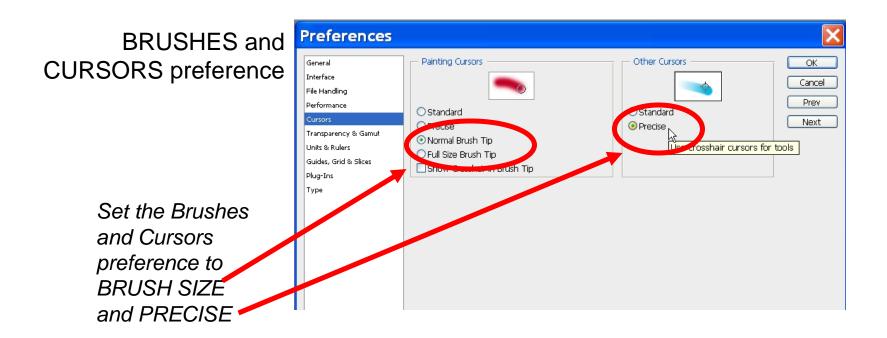
**Color Settings** COLOR SETTINGS 2 For more information on color settings, search for "setting up OK color management" in Help. This term is searchable from any window Creative Suite application. Cancel Settings: JournalSentinel\_COLOR SET × Load.. Working Spaces Save.. RGB: Adobe RGB (1998) ¥ CMYK: JournalSentinel CMYK Profile ¥ Fewer Options Gray: JournalSentinel\_BW profile v Preview Spot: Dot Gain 20% ~ Color Management Policies RGB: Convert to Working RGB CMYK: Preserve Embedded Profiles ~ Gray: Convert to Working Gray Profile Mismatches: 🔽 Ask When Opening 🔽 Ask When Pasting Missing Profiles: 🔽 Ask When Opening Conversion Options Engine: Adobe (ACE) V Intent: Perceptual ~ Use Black Point Compensation Use Dither (8-bit/channel images) Advanced Controls Desaturate Monitor Colors By: 20 Blend RGB Colors Using Gamma: 1.00 Description JournalSentinel COLOR SET: I created this as an example of what color settings should be set to for any average newspaper











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.

er		ew Window	Help		
~		Proof Setup		•	Custom
રહ	Proof Colors Ctrl+Y Gamut Warning Shift+Ctrl+Y Pixel Aspect Ratio Correction 32-bit Preview Options				<ul> <li>Working CMYK</li> <li>Working Cyan Plate</li> <li>Working Magenta Plate</li> <li>Working Yellow Plate</li> </ul>
		Zoom In Zoom Out	Ctrl+	-	Working Black Plate Working CMY Plates
		Fit on Screen Actual Pixels Print Size	Ctrl+ Alt+Ctrl+	-	Macintosh RGB Windows RGB Monitor RGB
		Screen Mode		•	
		Extras Show	Ctrl+H	⁺.	
		Rulers	Ctrl+I	۲.	
		Snap Snap To	Shift+Ctrl+	•	
•		Lock Guides Clear Guides New Guide	Alt+Ctrl+	3	
		Lock Slices Clear Slices			



#### **Toning Workflow**

#### 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%)

#### Image Size Pixel Dimensions: 2.75M OK Width: 1200 pixels 8 Cancel Height: 800 pixels Auto... Document Size: Width: 6 inches 8 Height: 4 inches Resolution: 200 pixels/inch v Scale Styles Constrain Proportions Resample Image: Bicubic (best for smooth gradients) ¥

IMAGE SIZE window




### **Toning Workflow**

2. Improve the Tone Range

#### Tools used:

#### - LEVELS

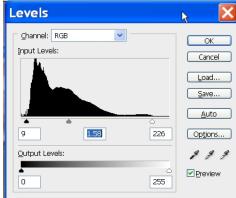
Set the highlight, shadow, and midtones using the histogram.

#### -CURVES

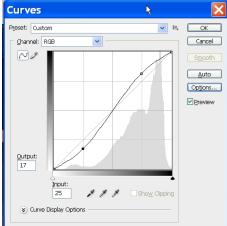
Add contrast to 'secondary highlights' in fleshtones.

Add contrast to other areas that require more "pop"

#### LEVELS window



#### CURVES window






### **Toning Workflow**

3. Color Correction

#### Tools used:

#### - HUE / SATURATION

Use for 'shifting color' from one hue to another; use for saturating or desaturating color

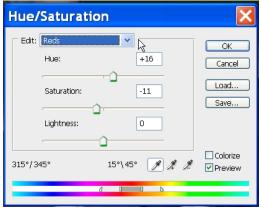
#### - SELECTIVE COLOR

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

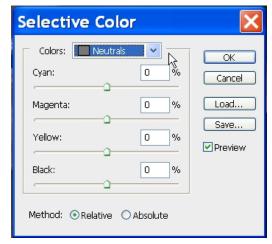
#### - REPLACE COLOR

Targeted hue shift or saturation changes adjustable by "fuzziness"

#### HUE / SATURATION window



#### SELECTIVE COLOR window



**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:

	Nei	utrals	Flesh	tones in 'secc highlight	
С	4	40	3	6	9
М	3	30	8	16	24
Y	3	30	11	22	33
К	0	5	0	0	0




# **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






## **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

