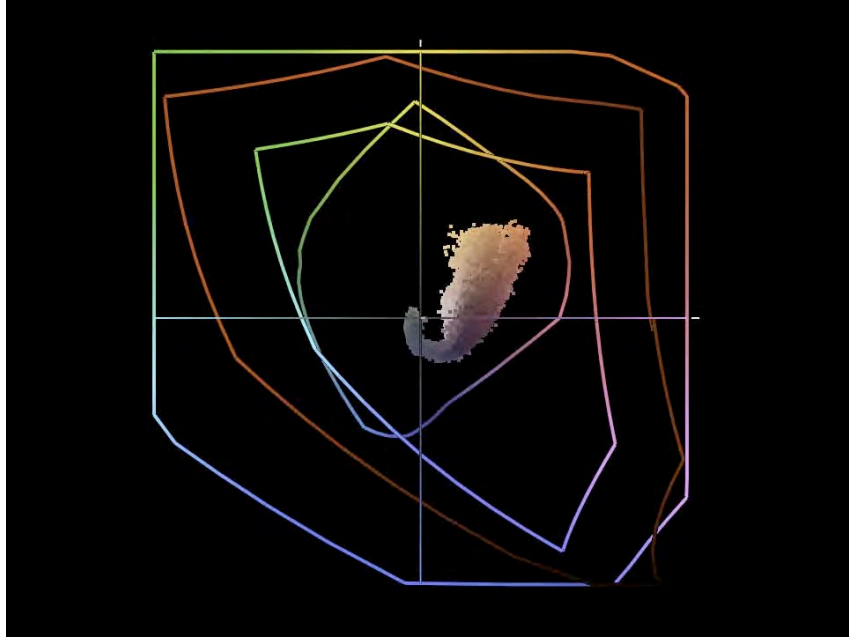


TECHNIQUE



2D image of gamut compression during the life of an image.

SIX SIMPLE STEPS TO GOOD COLOR MANAGEMENT

Color management is rocket science. But you don't have to be a rocket scientist to drive the rocket. Instead, be an astronaut. With a few simple steps you can achieve consistent, high quality color with your images every time.

These are the six simple steps to good color management.

1. Make Profiled Conversions

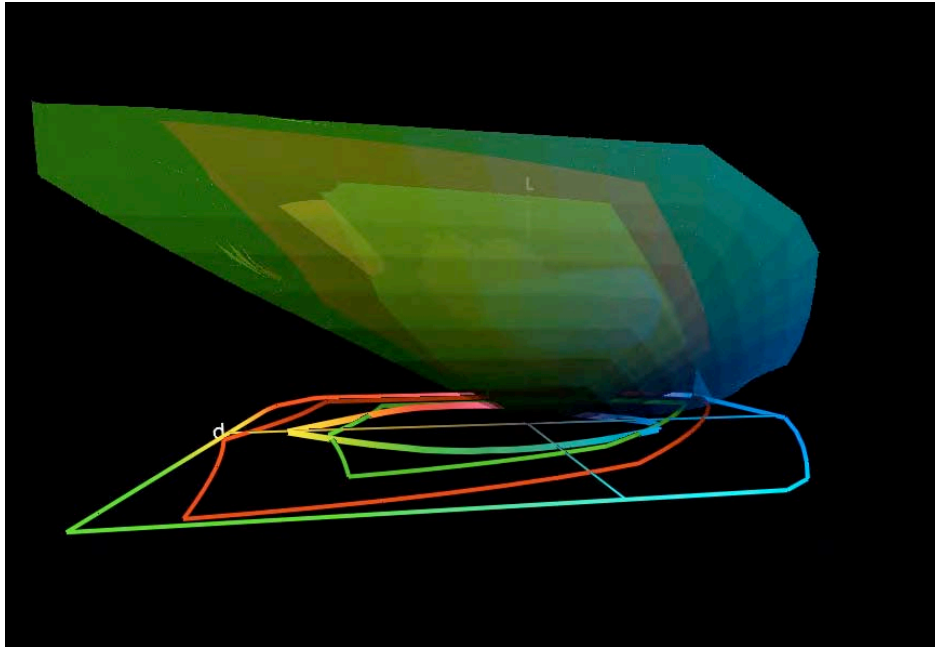
Assign an ICC profile to all image files either during Raw conversion or scanning. Use appropriate profiles to make conversions into other color spaces with derivative files only. Minimize the number of conversions made.

2. Calibrate Your Monitor Using Hardware

Once a month, use a colorimeter to build an ICC profile for your monitor. Minimize the influence of other light sources during characterization. Use the colorimeter's software to help you set monitor brightness and choose White Point D65 and Gamma 2.2. Check the results with know target images afterwards.

3. Set Good Photoshop Color Settings

In Photoshop's Color Settings (in the Edit Menu) Set Color Management Policies to Preserve Embedded Profiles and Ask When Opening / Pasting. And, choose a wide gamut device neutral editing space. Start with North American Prepress Defaults and then change RGB to ProPhoto RGB.



3D image of gamut compression during the life of an image.

4. Softproof

Simulate the appearance of a print before printing. Go to View : Proof Setup : Custom and choose the profile you intend to print with. Check Simulate Paper Color and choose a rendering intent of either Perceptual or Relative Colorimetric. Make output specific adjustments before printing. Use these adjustments only when printing these media.

5. Navigate Your Printer Driver Correctly

Use Photoshop / Lightroom or your printer driver to manage color – not both. In general, favor using Photoshop / Lightroom as this is the most versatile allowing you to use custom output profiles.

6. Control Your Environment

Edit and evaluate your images in neutral surroundings. Minimize the effect of extraneous light sources, such as glare on monitors or backlighting. Evaluate proofs and prints in appropriate lighting.

There's much more that can be said about each of these topics - but, not much more to do. Take these steps and you'll be well on your way to achieving consistent, high quality results with your images.