



RULES TO FOLLOW FOR IMAGE PROCESSING PAPER PRINTING

For printing visuals on coloured papers, photoengraving is essential to maintain and preserve the original tones of the images as much as possible.

The more detailed the information, the better the final result.

THE BASICS

It is important to know:

- The type of paper (coated paper, creative paper, offset paper, tinted offset paper, etc.)
- The type of printing (offset, digital, inkjet)

It is also important to have:

- A sample of the chosen paper

THE VISUAL(S) AND PHOTOENGRAVING: A CRUCIAL STEP

For visuals provided in RGB, the correct **conversion profile to CMYK** (ICC profile) must be selected. Color underlay removal may be necessary.

Definition: Ink coverage limitation (varies depending on the type of printing and paper to avoid transparency or smudging).

Without altering the appearance of the images, **dense areas must be adjusted** so they do not exceed the required ink coverage.

Example: Instead of using black at 400% total ink coverage (C100 M100 Y100 K100), it should be limited to 280% (C64 M58 Y58 K100).

Depending on the type of image, the processing must be adapted accordingly.

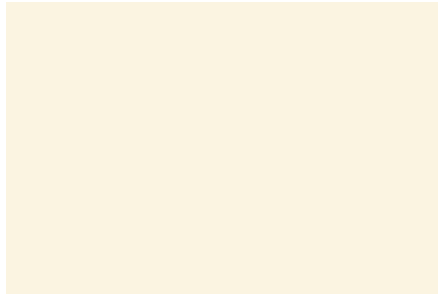
A dense image, a light image, a highly colorful image, a black-and-white image, or a quad black image will require different adjustments and processing.

Photoshop is the appropriate software for this, thanks to its Curves and Masking tools.

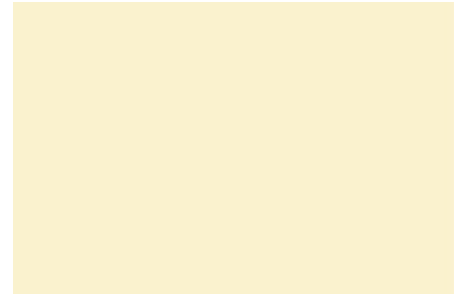
EDITING



Original image



Digital Natural Lily Flower background



Digital Cream Rose background

Unedited image
with simulated coloured
background



Edited image with background
colour simulation in order to reach
towards the original image once
printed on the coloured paper



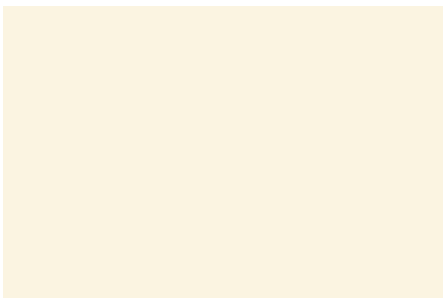
Final edited image
(without simulated background)



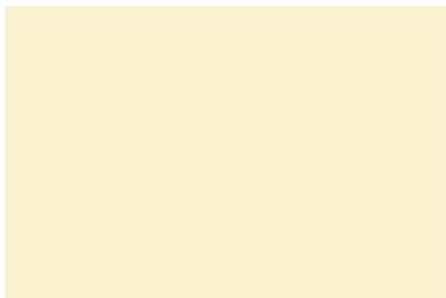
EDITING



Original image



Digital Natural Lily Flower background



Digital Cream Rose background

Unedited image
with simulated coloured
background



Edited image with background
colour simulation in order to reach
towards the original image once
printed on the coloured paper



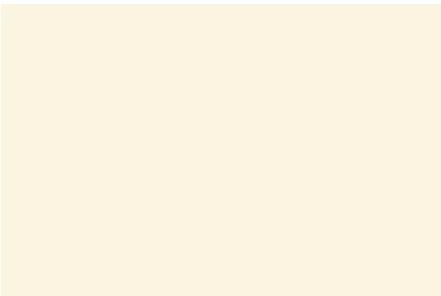
Final edited image
(without simulated background)



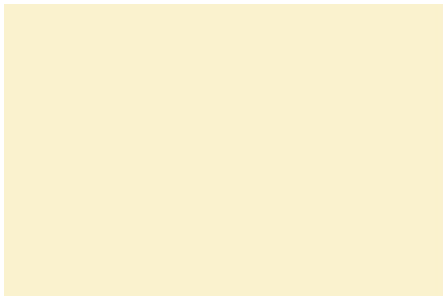
EDITING



Original image



Digital Natural Lily Flower background



Digital Cream Rose background

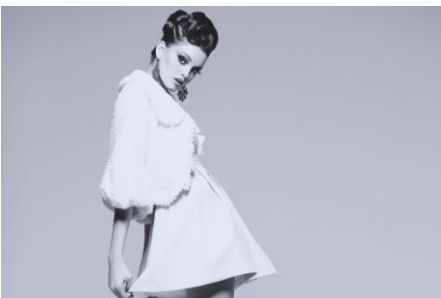
Unedited image
with simulated coloured
background



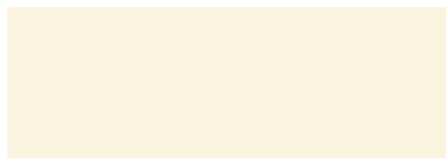
Edited image with background
colour simulation in order to reach
towards the original image once
printed on the coloured paper



Final edited image
(without simulated background)



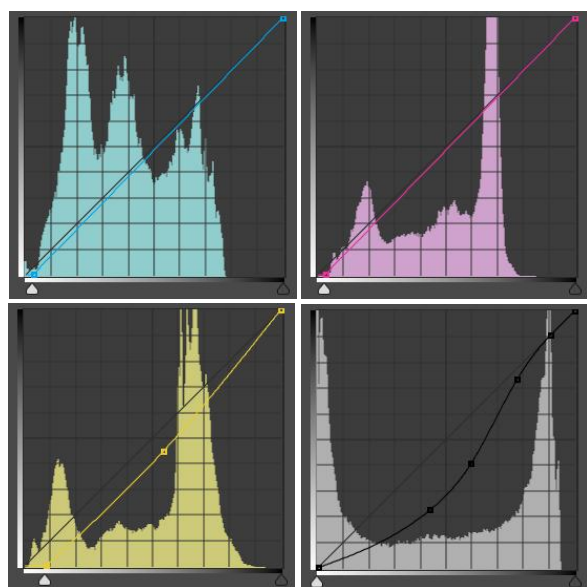
EDITING - EXAMPLE #1



Digital Natural Lily Flower background
(Cyan 2%, Magenta 2%, Yellow 15%, Black 0%)



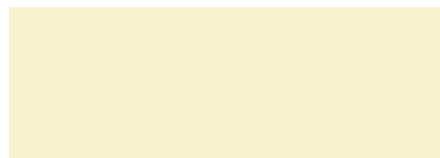
Unedited image, simulated background



Curve adjustment by mask
Removal of 2% Cyan, 2% Magenta
and 15% Yellow



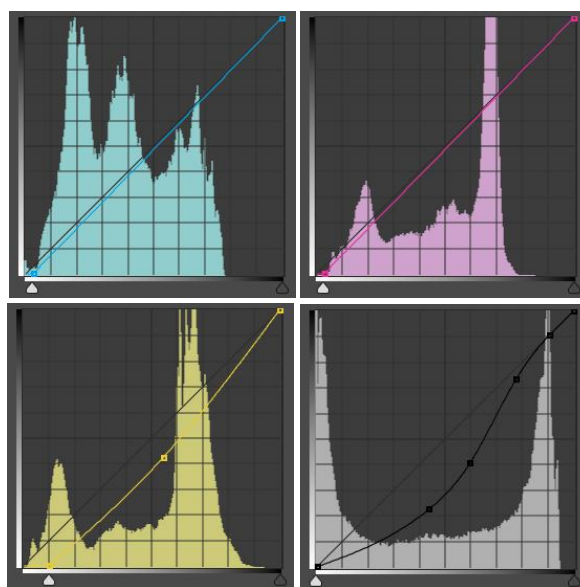
Final edited image,
without simulated background



Digital Cream Rose background
(Cyan 2%, Magenta 3%, Yellow 25%, Black 0%)



Unedited image, simulated background



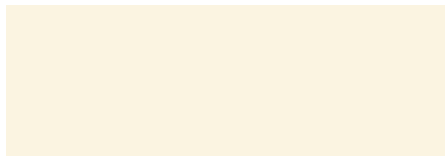
Curve adjustment by mask
Removal of 2% Cyan, 3% Magenta
and 25% Yellow



Final edited image,
without simulated background

*The curves will vary for each type of image (dark, light, colorful, etc.) to compensate as much as possible for the tone (yellowish, blueish, pinkish, etc.)
These adjustments are only valid for this test, these papers, and these images.*

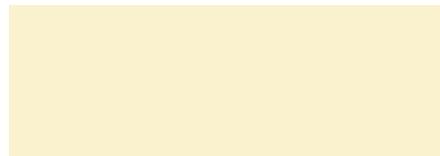
EDITING - EXAMPLE #2



Digital Natural Lily Flower background
(Cyan 2%, Magenta 2%, Yellow 15%, Black 0%)



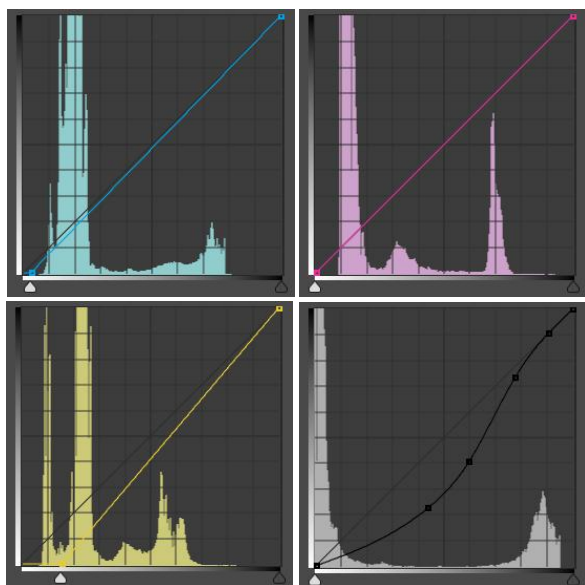
Unedited image, simulated background



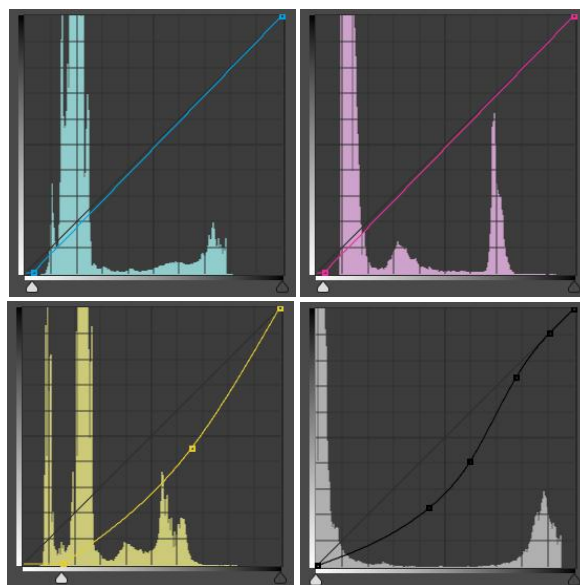
Digital Cream Rose background
(Cyan 2%, Magenta 3%, Yellow 25%, Black 0%)



Unedited image, simulated background



Curve adjustment by mask
Removal of 2% Cyan, 2% Magenta
and 15% Yellow



Curve adjustment by mask
Removal of 2% Cyan, 3% Magenta
and 25% Yellow



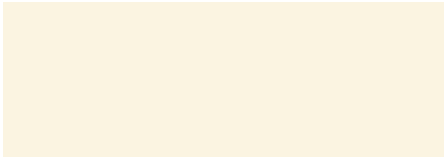
Final edited image,
without simulated background



Final edited image,
without simulated background

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These adjustments are only valid for this test, these papers, and these images.*

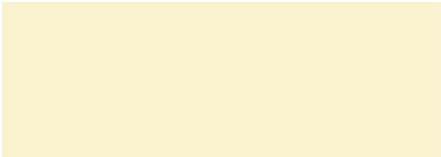
EDITING - EXAMPLE #3



Digital Natural Lily Flower background
(Cyan 2%, Magenta 2%, Yellow 15%, Black 0%)



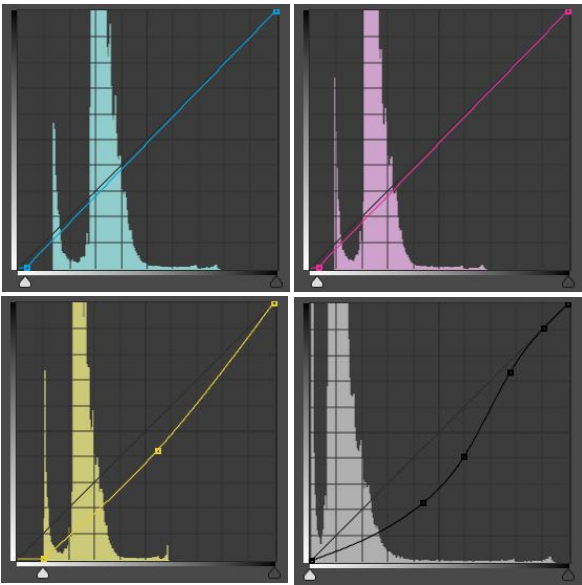
Unedited image, simulated background



Digital Cream Rose background
(Cyan 2%, Magenta 3%, Yellow 25%, Black 0%)



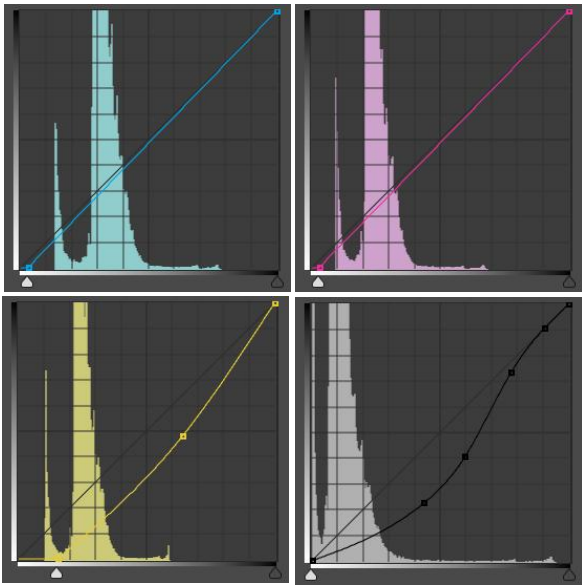
Unedited image, simulated background



Curve adjustment by mask
Removal of 2% Cyan, 2% Magenta
and 15% Yellow



Final edited image,
without simulated background



Curve adjustment by mask
Removal of 2% Cyan, 3% Magenta
and 25% Yellow



Final edited image,
without simulated background

*The curves will vary for each type of image (dark, light, colorful, etc.) to compensate as much as possible for the tone (yellowish, blueish, pinkish, etc.)
These adjustments are only valid for this test, these papers, and these images.*