



Preparing Digital Images for Print

*Learn how to improve your digital images for printing.
Aimed at Production and Designers*

This full day course will equip you with the necessary skills needed to quality check, correct and enhance your digital images in Photoshop prior to sending them out for proofing or printing.

You will gain a thorough understanding of the various basic checks and corrections that can be made to digital images in preparing them for print. This can impact positively on your schedules and costs, whether you are intending to perform the actual corrections yourself or want to learn how best to instruct the repro house.

The course covers some commonly encountered problems with images and shows you how to recognize flaws and fix them before first proofs. You will learn how to improve contrast, bring out highlight or shadow detail, remove colour casts, deal with saturated images and explore the techniques used to sharpen images.

The course is structured to give a good balance of theory and practice and there will be opportunity during the workshop session in the afternoon to try out your newly learned skills.

Danny Holden, the course tutor, is a Photoshop Adobe certified expert who oversees the Creative Department at Tapestry, the prestigious and progressive London-based graphic arts agency. Danny's approachable manner will help ensure that you get the most out of your day.

- **Colour profiles** – Why, when and how to use them • the importance of using the right profile • standard RGB working spaces (for digital images and repro) • standard CMYK profiles
- **Resolution & resizing vs resampling** – Understanding resolution • resolution in relation to image size • interpolation explained • enlarging & reducing image size
- **Checking and correcting images for print** – Learning how to use Photoshop to check and assess image quality • using histograms and curves to bring out detail and alter colour balance • improving contrast • highlight and shadow detail • correcting colour balance • removing colour casts • desaturating images
- **Sharpness** - unsharp masking • how much and when to use • alternative ways of adding sharpness.
- **RGB to CMYK conversions** – Understanding the process • rendering intents • smaller colour space • dirtier colours • how to avoid loss of contrast and detail • editing images to avoid losing detail in the conversion • how to check gamut warnings and alter out of gamut colours •
- **File formats** – TIFF • EPS • PSD • raw • JPEG • understanding compression • 8 bit vs 16 bit images
- **Photoshop set-up** – A quick run through of the correct Photoshop settings.
- **Practical session** – Working in groups, delegates get the chance to check and correct digital images, going through the checks learnt during the day.

Time: 9.30am – 5.00pm
Venue: Central London Training Rooms

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