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A Quick Intro To Fine Art Printing



A Quick Intro To Fine Art Printing: Introduction



Coloratti



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Nature, B&W, Macro Courses



ViewSonic®

Partner Photographer



Workshops, Fine Art Prints, Printing, Art Repros



A Quick Intro To Fine Art Printing: Introduction

Key Points/Thoughts

Choosing A Monitor

Choosing A Printer

Choosing Print Media

Choosing Someone To Print Your Images

Colour Managed Workflow / Environment



A Quick Intro To Fine Art Printing: Introduction

Calibrating/Profiling A Monitor

Colour Spaces

Prepping Your Image For Print

Making The Print

After The Print

Printer Maintenance



A Quick Intro To Fine Art Printing: Key Points/Thoughts

A fine art print begins at image capture! Image imperfections are hidden at social media resolutions. In print, these imperfections can be very obvious!

Creating consistently high-quality fine art prints is all about trying to achieve that extra percent. It requires discipline, a methodical approach, and attention to detail.

The journey to creating fine art prints will cost some time and money (consumables and perhaps equipment). Making notes of what works and doesn't work will help significantly!

Being able to showcase high-quality prints of your own art is one of the greatest joys of photography!



A Quick Intro To Fine Art Printing: Key Points/Thoughts

Become very familiar with a few papers / canvases. Initially experimenting with too many at once can hinder your learning curve.

A fine art print (aka giclée) is a high-quality print that uses archival quality pigment inks, and fine art substrates (paper, canvas, etc) with a stable / long print permanence. These substrates often have a high-quality feel to them (less "plasticky").



A Quick Intro To Fine Art Printing: Choosing A Monitor

Size

How many?

Screen surface (antiglare)

Colour gamut (sRGB vs AdobeRGB)

Better monitor can be calibrated at a lower brightness

4K resolution

NEC, Eizo, Viewsonic, BenQ

Know when to replace it



A Quick Intro To Fine Art Printing: Choosing A Printer

Cheap printers consume more ink and actually cost more

Higher DPI required on cheaper printers for print accuracy

Determine your largest required print size

Level of manufacturing tolerances

Roll paper capability



A Quick Intro To Fine Art Printing: Choosing A Printer

Ability to be networked

Self-calibrating / profiling

Inks (dye or pigment); pigment recommended

Simultaneous matte and photo black inks

Printer profiles / media choices available



A Quick Intro To Fine Art Printing: Choosing Print Media

Bright white vs natural (cream, off-white or ivory)

GSM (weight) and mil (thickness)

Substrate types (paper, canvas, aluminum, etc)

Surface types (matte/luster/glossy), smooth/textured

OBAs (optical brightening agents) and UV light



A Quick Intro To Fine Art Printing: Choosing Print Media

3rd party media (Hahnemuhle, Canson Infinity, Moab, Ilford,
Breathing Color, Innova, Harman)

Cut sheet vs roll

Will the product be consistent?

Let the image choose the media



A Quick Intro To Fine Art Printing: Choosing Someone To Print Your Images

Recognized industry qualifications

Should be technically minded

Examine the attention to detail in their own work

Should want to build a working relationship with you

Ideally would provide some small initial sample prints

Will invest time answering your questions and help your workflow

Doesn't dictate your prints (sizes, media, colour space, file type, etc)



A Quick Intro To Fine Art Printing: Colour Managed Workflow / Environment

Daylight balanced environmental lighting (~5,500k – 6,500k / D65)

Colour managed workflow is also required for black and white prints

Use hardware devices, don't visually calibrate

Use a controlled, repeatable environment

Be aware of surrounding surface colours (desks, walls, clothes)



A Quick Intro To Fine Art Printing: Colour Managed Workflow / Environment

Multiple monitors (gloss or luster / matte)

Edit in darker room to avoid light hitting the monitor

Edit images with neutral grey background



A Quick Intro To Fine Art Printing: Calibrating / Profiling A Monitor

Calibrate monitor to proper brightness (cd/m^2) for your environment

Calibrate / profile regularly

Monitor contrast ratio for different papers (200:1 matte, 300:1 gloss)

Restart Lightroom / Photoshop when changing monitor profiles

Colorimeter best for monitor (cleaner readings with dark luminosities)



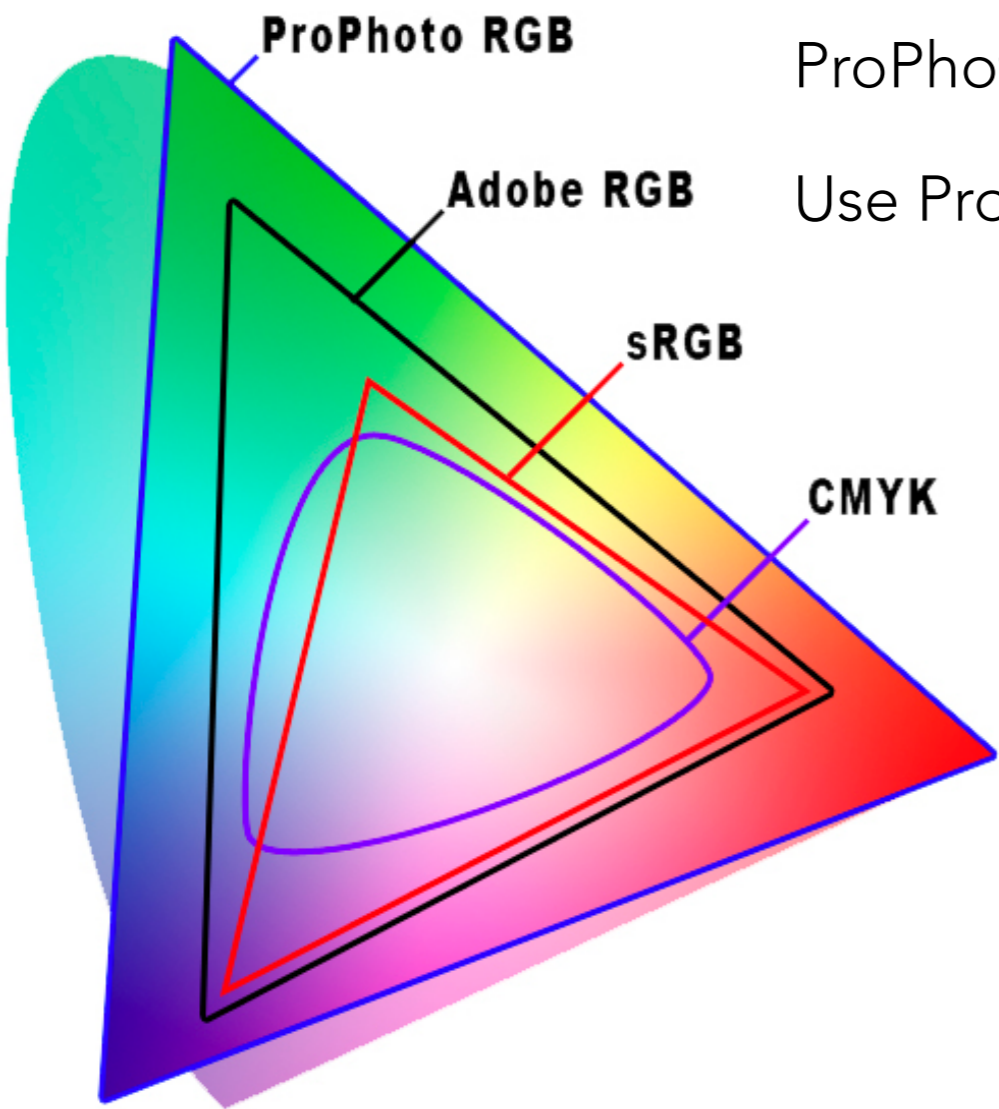
A Quick Intro To Fine Art Printing: Colour Spaces

CMYK, sRGB, AdobeRGB, and ProPhoto RGB are most common
sRGB primarily for web but often used for printing

AdobeRGB for display use (for supporting monitors) and printing

ProPhoto RGB only for printing and "master" files

Use ProPhoto RGB on 16-bit images ONLY





A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

Use largest colour space you can (ProPhoto RGB / AdobeRGB vs sRGB)

Review image at 100% (PgUp/PgDown/Shift to move around image)

Perception of color can change with print size

Have master image and use virtual copies for print variations

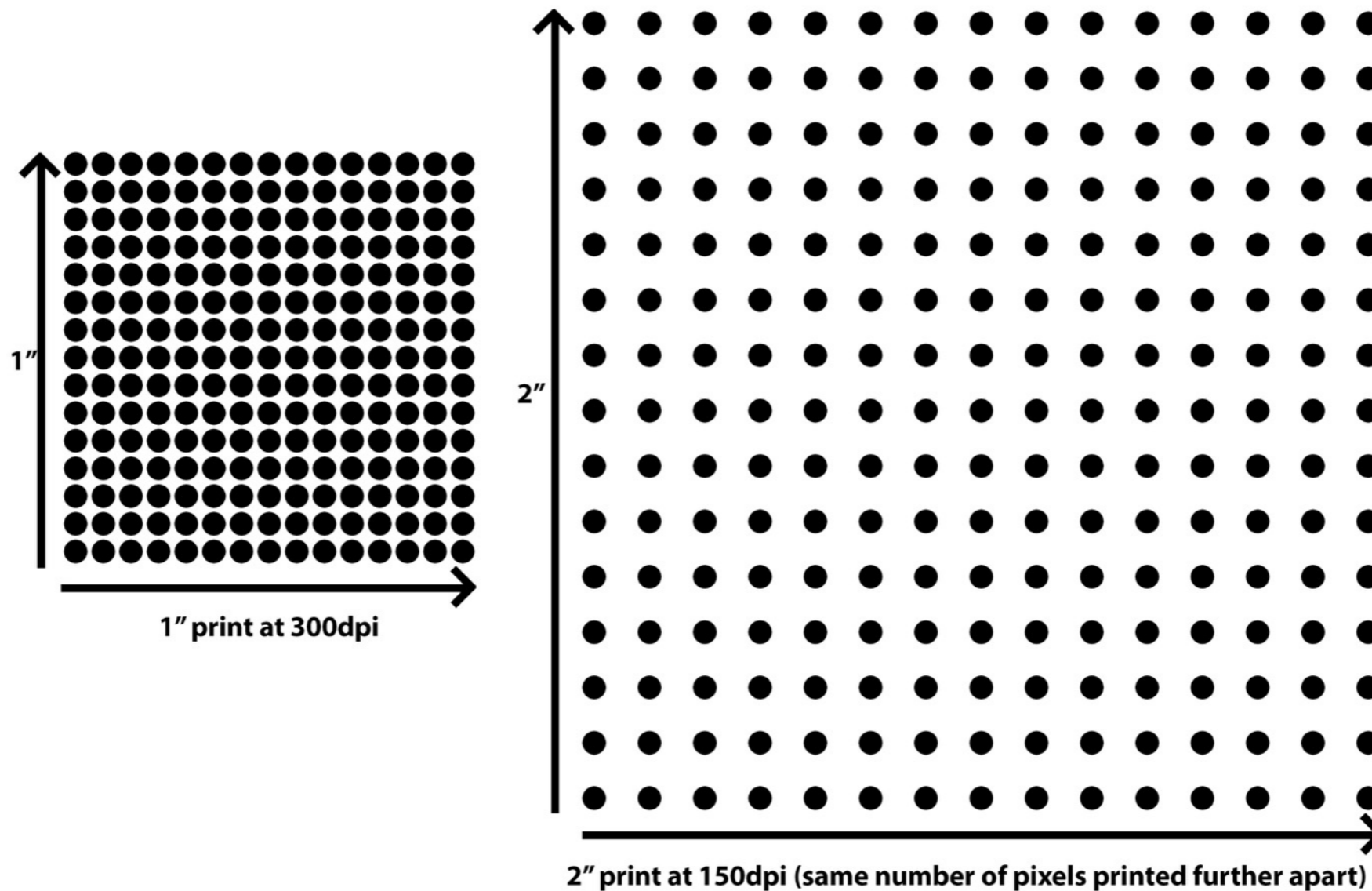
How much file resolution is enough (native vs resizing)?



A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

The Correlation Between Print Size And Resolution

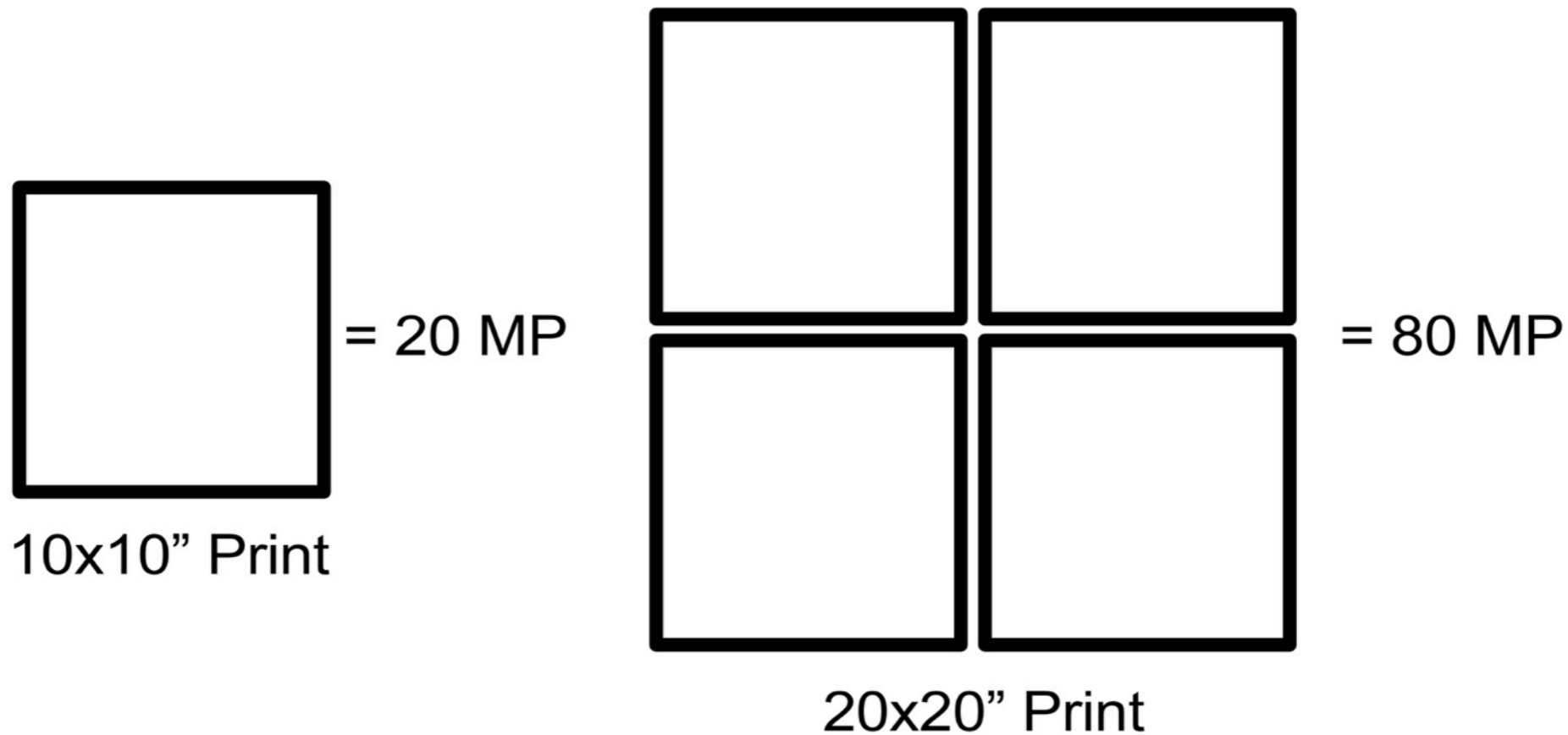
Dots Per Inch (DPI) specifies how many pixels the printer prints per inch. Spreading the dots out makes the print larger, without adding pixels (or interpolating).





A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

Doubling The Resolution Does NOT Double The Print Size



Doubling The Print Size Requires 4x The Resolution



A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow



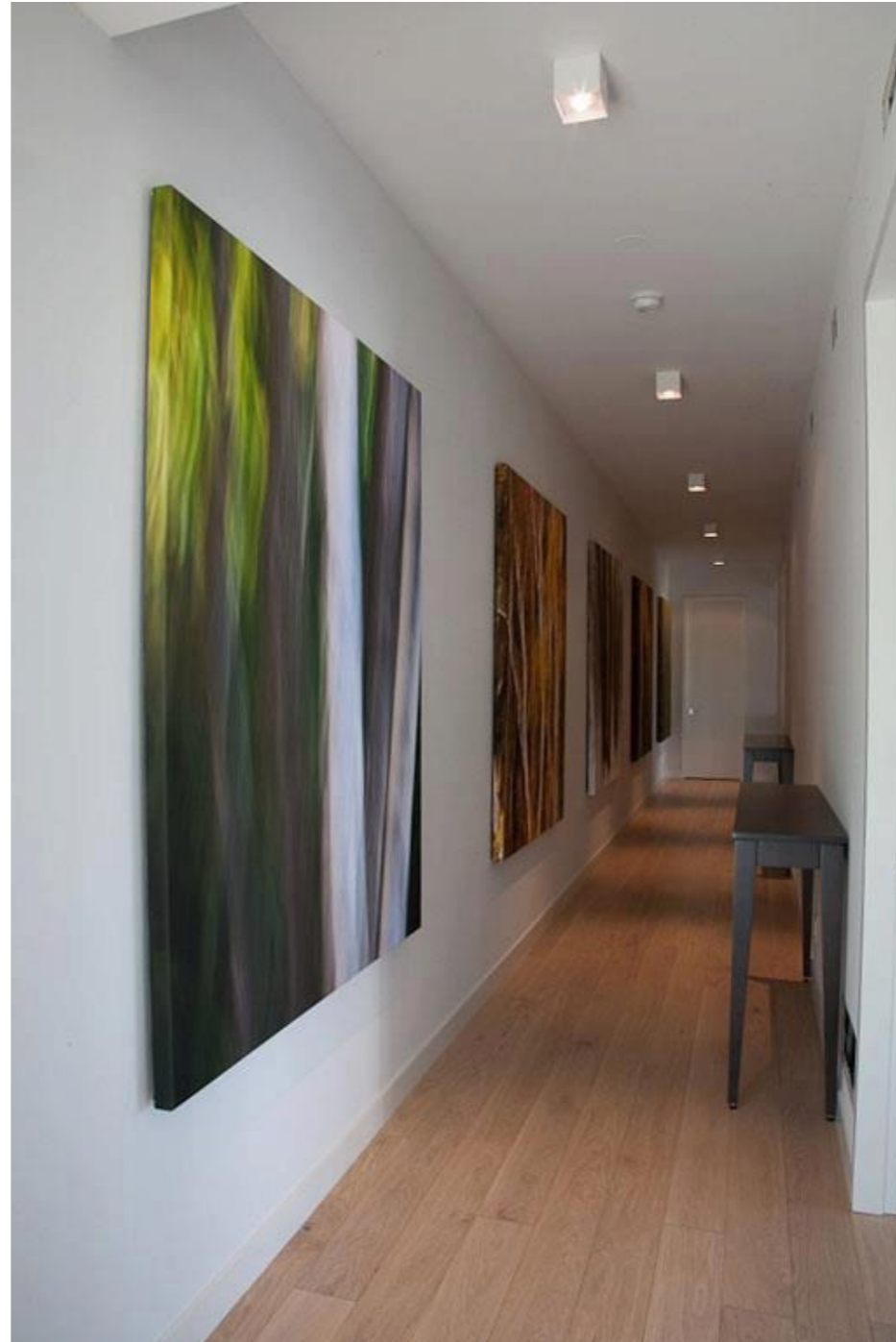


A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow





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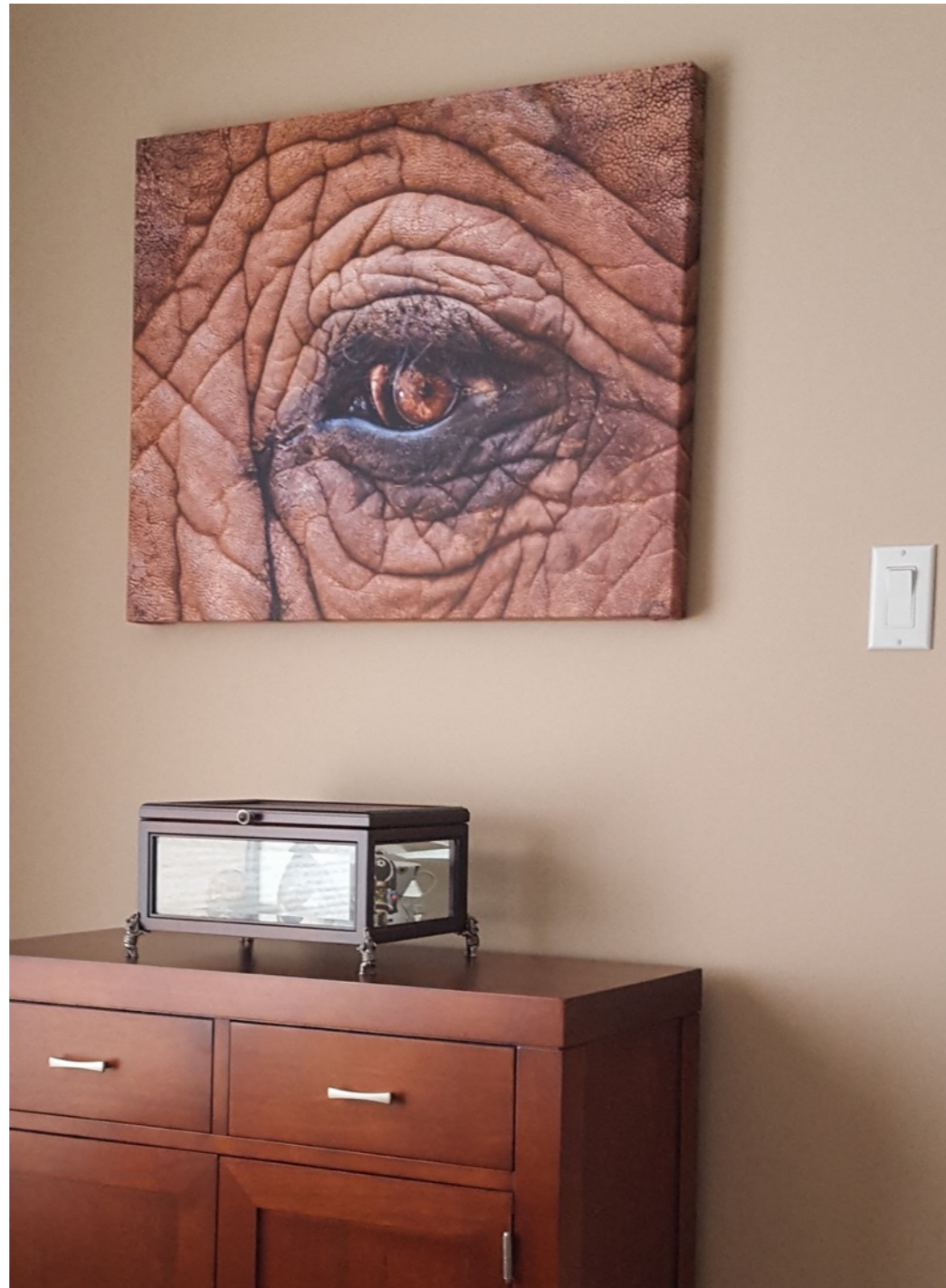


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A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

JPG vs TIF vs PSD

8 vs 16-bit files

JPG 8-bit as final export reasonable

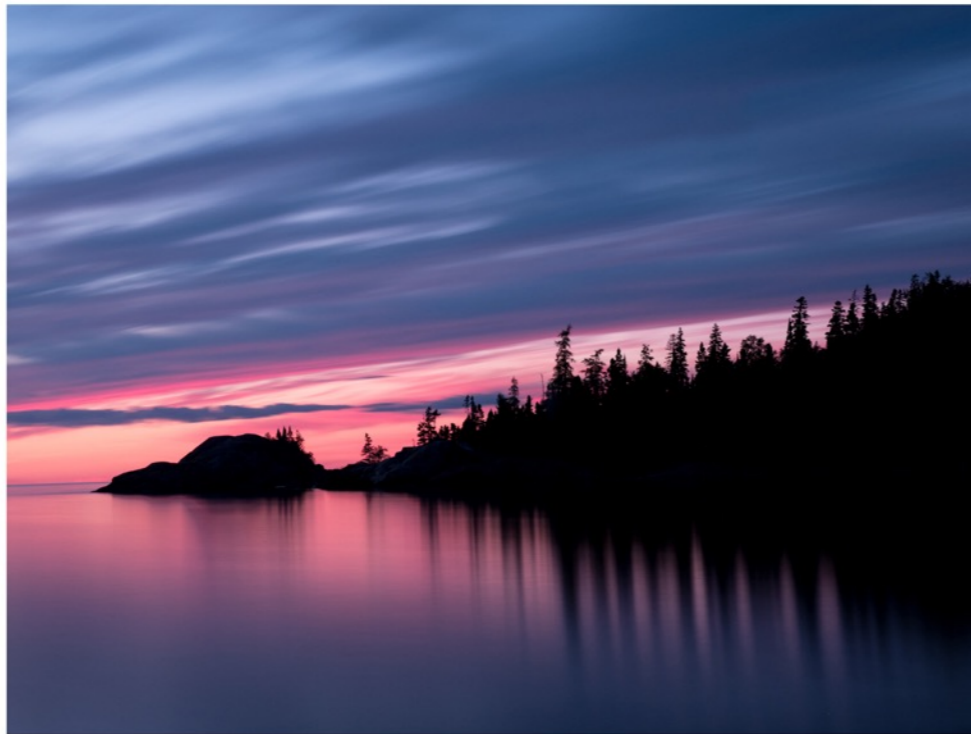
Always send RGB data to printer

JPG file size can be deceiving



A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

JPG File Size And Compression



**1,333 x 1,000 pixels
(less detail) - 538KB**



**1,333 x 1,000 pixels
(lots of detail) - 1,047KB**

A JPG with lots of detail (including a lot of high-ISO noise) will have a larger filesize.

Resolution and image content will determine how large the image can be printed, not filesize.



A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Best Practices / Workflow

“DPI” Does Not Define Resolution

DPI (dots per inch) is actually PPI (pixels per inch), or SPI (samples per inch) until printed

“DPI” / PPI determines how large an image is displayed / printed

Only pixel dimensions (width x height) define image resolution; $6000 \times 4000 = 24$ megapixels

“DPI” without image resolution is meaningless (eg: “Submit a file with 300dpi resolution”)

Unless you resize a photo, it will have the same file size regardless if it's 1 or 1,000 “dpi”/ppi

300 “DPI” requirement is another industry misunderstanding

Native Resolution (Without Enlarging Image/Resolution) Examples:

Example 1: $6,000 \times 4,000 = 6,000 / 180 \text{ ppi} = 33.3''$ long side; $4,000 / 180 \text{ ppi} = 22.2''$ short side

Example 2: $6,000 \times 4,000 = 6,000 / 600 \text{ ppi} = 10''$ long side; $4,000 / 600 \text{ ppi} = 6.7''$ short side



A Quick Intro To Fine Art Printing: Prepping Your Image For Print – Image Processing Workflow

Cropping for aesthetic and editing accuracy

Global adjustments (white balance, noise, sharpening, chromatic aberration,
spotting, black/white points, noise reduction, lens correction)

Local adjustments (color tweaks, dodging and burning, etc)

Soft proofing

Use filters/effects for ideas, learn how to create the effect yourself



A Quick Intro To Fine Art Printing: Making The Print! – Best Practices / Tips

Print until ink cartridge runs out

Rendering intent (relative colorimetric or perceptual)

Warm/cool image for various lighting

Print 100% image crop of full image



A Quick Intro To Fine Art Printing: Making The Print! – Best Practices / Tips

Load and handle paper properly (cotton gloves / soft brush)

Software driver settings override many physical printer settings

Nozzle check before printing

Printer profiles explained



A Quick Intro To Fine Art Printing: After The Print – Verifying Print Accuracy / Quality

Look for flecks after print (blow off or use soft brush)

GTI professional desktop viewer/Ott-Lite to hard proof

Analyze print upside down

Check highlights and shadows



A Quick Intro To Fine Art Printing: After The Print – Finishing The Print

Cutting/trimming the print

Drying time/outgassing

Varnish/coat

Stretch, mount, frame paper/canvas print

UV protecting glass.. not so fast!



A Quick Intro To Fine Art Printing: Printer Maintenance

Print at least a few prints a week to help avoid nozzle clogs

Perform nozzle checks and head cleanings

Gently shake pigment ink cartridges if not used in a long time

Keep printer drivers and firmware updated

Keep the printer covered!

Keep print media in same area as printer



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Mindful Photography



Mindful Photography: Reflecting On The Craft Of Photography

Make your photo, don't take it.

Find your specific photographic passion (macro, birds, abstracts, etc) to excel.

Craft photos that the human can't/can't normally see.

Painters don't obsess about brands of brushes or canvases. Too many photographers obsess over gear thinking it's the answer to achieving the next level.

Photograph for yourself first.

Don't give too much weight to social media validation.

Less is more, both with composition and online sharing.

Find a healthy balance of technical and artistic technique.



Mindful Photography: Reflecting On The Craft Of Photography

All of the pros produce “crappy” images as well.

Reflect on, and learn from your photographic mistakes. Use the information from the photos you’ve taken.

Gear isn't the answer, nor are all the photo technical details.

Depth Of Field is a tool for transforming a 2D image into something that makes sense to our vision system; don't be afraid of not having enough.

A tripod is more valuable than many realize. The “hassle” of using one is what often takes a photographer to the next level.

Detail... how much is enough?

Obsessing about sharpness can hinder your progress; it's good focus you need!

It's not about taking a million photos. Having less shots doesn't mean you failed or didn't get your money's worth. Quality beats quantity.



Mindful Photography: Reflecting On The Craft Of Photography

Be proud when you get a good nature image; there are so many things out of your control.

The idea is to make the viewer continue to think, analyze, study, and feel your image.

Beware of competitions and keep it healthy. As an artist you are truly only competing against yourself, so don't compare yourself to others!

Where do you want your photography to take you?

A lot of camera features are unnecessary. Cameras have been good enough for decades!

Freeman Patterson (he's kinda' good, huh!?!); don't be afraid to reach out!

Don't let sensor aspect ratio or standards determine your crop.

Always be thinking of your next great shot; planning and research is essential.

The world needs less saturation and aggression these days, so consider subtlety in your photos.



Mindful Photography: Reflecting On The Craft Of Photography

Be technically perfect for what the photo needs to accomplish.

For an image to be more, you have to give it more (of yourself). No craft is mastered easily or overnight.

Having your art liked by your friends and family because you created it should be cherished.

Proper focus and composition are still critical when applying abstract techniques.

Don't always take workshops with the same photographer(s).

Spend time with your subject. Become intimate with it and understand and appreciate it.

There is no such thing as a creative tool. You are the creative ingredient of the masterpiece!

"The Still Lens" Facebook group.



Mindful Photography: Examples And Techniques

Create Dimension

Abstraction / Minimalism

Blurring & Zooming

The Decisive Moment

Embrace Subtlety



Mindful Photography: Examples And Techniques

Invisible To The Eye

Slow It Down

Weather's Got Your Back

Stories From The Wild Side!



A Quick Intro To Fine Art Printing: Questions

ANY
QUESTIONS
?



Protecting Your Art: Backup Workflow

