

READY TO PRINT???

DID YOU:

1. **SAVE a WORKING File (with Layers, assuming High Resolution)?**
2. **SAVE a MASTER FILE (Flattened, HIGH RES, version of File)?**
3. **SIZE, SHARPEN, SOFT-PROOF and SAVE PRINT FILE(S) in 8BIT mode?**
****you will sharpen differently depending on print size!!****
****you also will need to Soft Proof for the specific device AND paper you are using!!****
****Make sure you have talked with the technician about any new papers you are bringing to the lab****

YES, That's 3 (three) separate files for each image. NOW you are ready to Print. Anywhere you choose.

A FEW IMPORTANT NOTES:

- 1 Soft Proofing DOES NOT AFFECT your image in any way, shape or form. Soft-Proofing only gives you a visual representation of what your file will look like on a given device and simulated paper. A Very Helpful Tool - especially when outsourcing. **SOFT-PROOF with the specific ICC PRINTER PROFILE (see ICC SHEET) for each specific PRINTER & PAPER & RENDERING INTENT...** (You will attach the same profile to your image in the Printer Window. If you are outsourcing you will have to get this information from your lab.)
- 2 **The WORKING COLOUR SPACE in our lab is ADOBE(1998).** This is important to know especially when outsourcing or troubleshooting your colour. **IF YOU ARE WORKING AT HOME BE SURE YOU KNOW WHAT YOUR WORKING COLOUR SPACE IS!!**
- 3 **MAXIMUM FILE SIZES: (LOSSLESS FORMATS)**
PSD (photoshop document) = 2GB
TIFF (Tagged Image File Format) = 4GB
PSB (Large Document Format) = 4 Exabytes (or 4 million Terabytes or... Larger Than You'll Ever Need)

****PLEASE SAVE OFTEN AND FREQUENTLY. EVEN NEW COMPUTERS & SOFTWARE DO CRASH WITHOUT WARNING!**** (ie: Photoshop doesn't like itunes... 4GB files will tax ANY machine...)

Photoshop is a memory pig and keep in mind that it is saving at least 20 full resolution versions of each file that is open in the Working Memory. Think about your workflow in relation to your output.

A BIT ON FILE FORMATS

I, in my personal workflow, only use PSD or PSB formats for my WORKING files, never TIFF. I only use TIFFs for my flattened files, either for the High Res Master and/or for a Print file. (Sometimes I will save a print file as a JPG but ONLY under careful consideration – see notes below) I use JPEGs for low res copies, for the web, for emailing proofs and the like. In my workflow, JPEGs are disposable.

Yes, a TIFF can save a larger file than a PSD. And YES, more and more programs and printers and labs ARE supporting (can handle) layered TIFFs and 16 and 32 Bit files. And YES, when printing directly from photoshop as we do here, you can print from the layered file. (EACH Lab will have Specs they prefer, so when in doubt, ASK!)

BUT there is a method to my madness...

1. I know without opening any programs or files which files on my hard drive are my working/layered files, my master files, my print files, and which ones can be thrown away and which ones need to be archived.
2. I AM (and you are) smarter than the machine. Or... at least we have the ability to reason and visually assess the math that is being done to the image(s). The printer is evaluating your files solely based on number (1s and 0s, technically) so when it gets a file that is too big or is layered or with the wrong profile attached, it will just make the numbers fit into its own printing scheme. (Like your mother "helping" you pack your suitcase.) So your sky that is 16 shades of blue might print out with only two shades.
3. It's faster to print from a properly sized, flattened file.

JPEGS... and Why I Don't Recommend Them...

- 1 JPEGs are a LOSSY File Format and SHOULD BE AVOIDED COMPLETELY for Working or MASTER Files. JPEGs COMPRESS DATA (ie Throw out information every time you save therefore degrading your file).
- 2 JPEGs can be used for Print files ONLY (using the SAVE AS command) after considerations for Print Size, Method of Transport (ie via Thumb Drive / CD, etc or Uploading through the Web??), compression and possible artifacting are made.