

Use these profiles
and settings to
significantly
improve your
printed
images!

INSTALLING AND USING COLOUR SETTINGS FOR PRINTING AT GAZETTE PRESS

Achieving quality newsprint reproduction is a collaborative effort between those building the publication and the printer, one that requires attention to detail from beginning to end.

Please download from www.greatwest.ca/gazettepress our updated Tool Kit, which will assist you at producing both colour and greyscale images that will be optimum for the new press.

The profile/setting are NOT to be used for sheet fed printing.

How to optimize your images for print, using the Gazette Press custom profile:

Images for newsprint and other uncoated stocks often need to be lightened and have the contrast increased as a result of the higher dot gain and dulling effect. The steps below explain how to simply but effectively adjust your colour images to print better on newsprint using Adobe Photoshop. Similar corrections can be done in other graphic programs.

STEP 1 - Set-up Photoshop with ICC profile and custom setting files (once only)

STEP 2 - Size the Image

STEP 3 - Optimize your image for tone and colour

STEP 4 - Convert Image to CMYK or greyscale using GAZETTE SNAP 200 setting then optimize for sharpness

STEP 5 - Save the Image as a TIFF

STEP 1 - Set-up Photoshop with customized ICC profile and colour setting files

Before we get started with any images, we need to install the custom profile and setting first.

Go to www.greatwest.ca - Gazette Press tab - click on Tool Kit - to download the most current files for the new press. Open the folder "Photoshop Profiles" - you will find two files.

To install "GAZETTE SNAP_200_2.icc profile:

- Mac OS10 ICC profile is stored in Library/Application Support/Adobe/Colour/Profiles
- Mac OS 9 ICC profile is stored in System Folder /Coloursync Profiles
- Windows 95/98 ICM profile is stored in Windows / System / Colour
- Windows XP/2000 ICM profiles are stored in Windows / System 32 / Spool / Drivers / Colour
- Windows NT ICM profiles are stored in WinNT /System 32 / Spool / Drivers / Colour

To install "GAZETTE SNAP 200.csf colour setting:

- Mac OS10 colour setting is stored in Library/Application Support/Adobe/Colour/Settings
- Windows store setting in Program Files/Common Files/Adobe/Colour/Settings - open photoshop - edit - colour settings - load

NEXT: To load the colour setting:

- Open Photoshop
- Go to "EDIT" - Colour Settings
- Select or browse and find GAZETTE SNAP 200.csf
- Load or Save.

continued:



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STEP 2 - Size the Image

Quality printed images start with scans or digital photography with sufficient resolution. Gazette Press recommends that you supply images that are 200ppi (pixels per inch) at the size they are to be placed in your publication as ideal.

STEP 3 - Optimize your image for tone and colour

Images to be printed are at their best when they have a full range of tones from highlight to deepest shadows.

1. Open photoshop - make sure you have loaded the custom colour setting as per above.
2. Go to the bottom of the photoshop pages (triangle) change monitor to "Document profile" - it will then display the "working" profile.
3. Open "Curves" to check that the colour values are correct
 - double click on white colour picker (bottom right) check values: LAB 95,0,0.
 - double click on black colour picket (bottom left) check values: LAB 2,0,0.
 - SAVE new settings
4. Open image, leaving the image in whatever colour mode it is currently in whether RGB or CMYK, (working from the original RGB is always best) honor existing assigned profile
 - open "CURVES" ... in curves:
 - use white colour picker – choose whitest area on photo – click on it
 - use black colour picker – choose blackest area on photo – click on it
 - change mid-tone on curve (center point on line) move to alter midtones a bit lighter if necessary
 - ok

STEP 4 - Convert your image to CMYK or greyscale then optimize for sharpness

1. Under the IMAGE menu, select MODE and then select CMYK for colour images, GREYSCALE for black/white images. Please note that the greyscale image may still need adjusting in the shadow area.
2. All photo images should be sharpened using the "Unsharp" Masking filter in Adobe Photoshop. Change Radius to "1", Threshold to "10", and settings for "Amount" that make the image appear somewhat over-sharp when (and this is important!) viewed on your monitor at 50% in Photoshop. Many images may already have been sharpened as a result of sharpening settings in digital camera or with scanning software and thus may need no sharpening or need minimal additional sharpening.

STEP 5 - Save the Image as a TIF (Tagged Image File Format)

When saving your CMYK or greyscale image file, it is best to save it "tagged" with the Gazette Press profile.

- Save as a TIF – make sure the icc profile "GAZETTE SNAP 200" is clicked on
- no compression

Your images are now ready to be placed in your favourite page layout program!

Recommended: Please use the Distiller Setting "GP PRESS QUALITY" for creating the optimal pdf for your new press. (also in the tool kit)

Any questions please email: prepress@greatwest.ca
or contact Jacqueline Davidson: 780-418-5230.