Put It On Paper

Plano Photography Club

August 18, 2016

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"The negative is the score, and the print the performance."

- *Ansel Adams*

Topics

- Options for Printing Your Photograph

- Paper choices

- Color Management and the Display Environment

- Soft Proofing and Hard Proofing

- Printing from Lightroom to Your Printer

- Printing from Lightroom to a File and Ordering a Print

- Mounting Your Photograph for the Contest

Recommended Sources

- Paper, Ink, and Printers
  - **B&H Photo/Video/Audio** https://www.bhphotovideo.com/
  - **ITSupplies** https://www.itsupplies.com/
  - Competitve Camera
  - Amazon, Adarama, etc
- Mounting and Framing Supplies
  - **Frame Destination** https://www.framedestination.com/
  - Asel Art, Aaron Brothers, Michael's etc.
- Printing Services
  - Camera Stop, Plano http://camera-stop.com/
  - Costco, Full Color, etc
- Reference and Instruction
  - The www
  - PPC Print Study Groups

Options for Printing Your Photograph

- Ink Jet Printer
  - **Epson**, Canon, HP
  - 13 inch, 17 inch, 24 inch, 44 inch
  - 8 to 12 inks
  - I use the 17 inch Epson P800 (I have a 4880 that someone can have if they move it)
- Printing Service
  - You sign-up for the service, send files to them, and pick-up your print
  - Other services often available such as mounting, books, etc
  - Please note the following for PPC Contests *"While images may be printed by the entrant or a photo lab/print service, the latter should not be allowed to alter the image itself (e.g., through color correction, white balance, or cropping)."*

Paper Choices

- The choice of papers has a big impact on the quality of the image and how the viewer reacts.

- I like paper almost as much as I like lenses. And they both matter when trying to get the last bit of nuance in your photograph.

- Rag or Fiber Matte has the best overall combination of feel, texture, detail, color space, and pop for me at the moment.

- A high quality gloss or luster will give somewhat deeper blacks and more saturated colors but can have reflection and surface texture characteristics that can distract a bit (but not usually an issue when framed).

- Optical Brighteners (OAB's) can give paper a pop but can be an issue over the very long run. Not a real problem for us mortals.

My Current Favorites

- Matte
  - **Epson Legacy Fibre Rag**
  - Epson Hot Press Bright
  - Canson Infinity Fine Art Rag Photographique
- Gloss
  - **Canson Infinity Fine Art Baryta Photographique**
  - **Canson Infinity Fine Art Platine**
  - Harman by Hahnemuhle Gloss Baryta

Color Management and Viewing Environment

- You must have good color management habits to achieve repeatable results
  - Calibrate your monitor!
  - Set the brightness to 120 cd/m^2 for a relatively bright room. I use 75 cd/m^2 for a fairly dark room.
  - Use a white surround when editing.
- Let Lightroom or Photoshop control the color
  - Download the correct paper/printer profile from the paper manufacturer.
 - Follow the instructions in setting the paper type!

Soft Proofing and Hard Proofing

- Soft proofing is done in LR or PS and shows you what your print is likely to look like.

- Hard proofing is printing the photograph and seeing what it actually looks like.

  - Print early and print often.
  - Create a consistent viewing environment.
  - Spend some time with the first prints to get to know them.
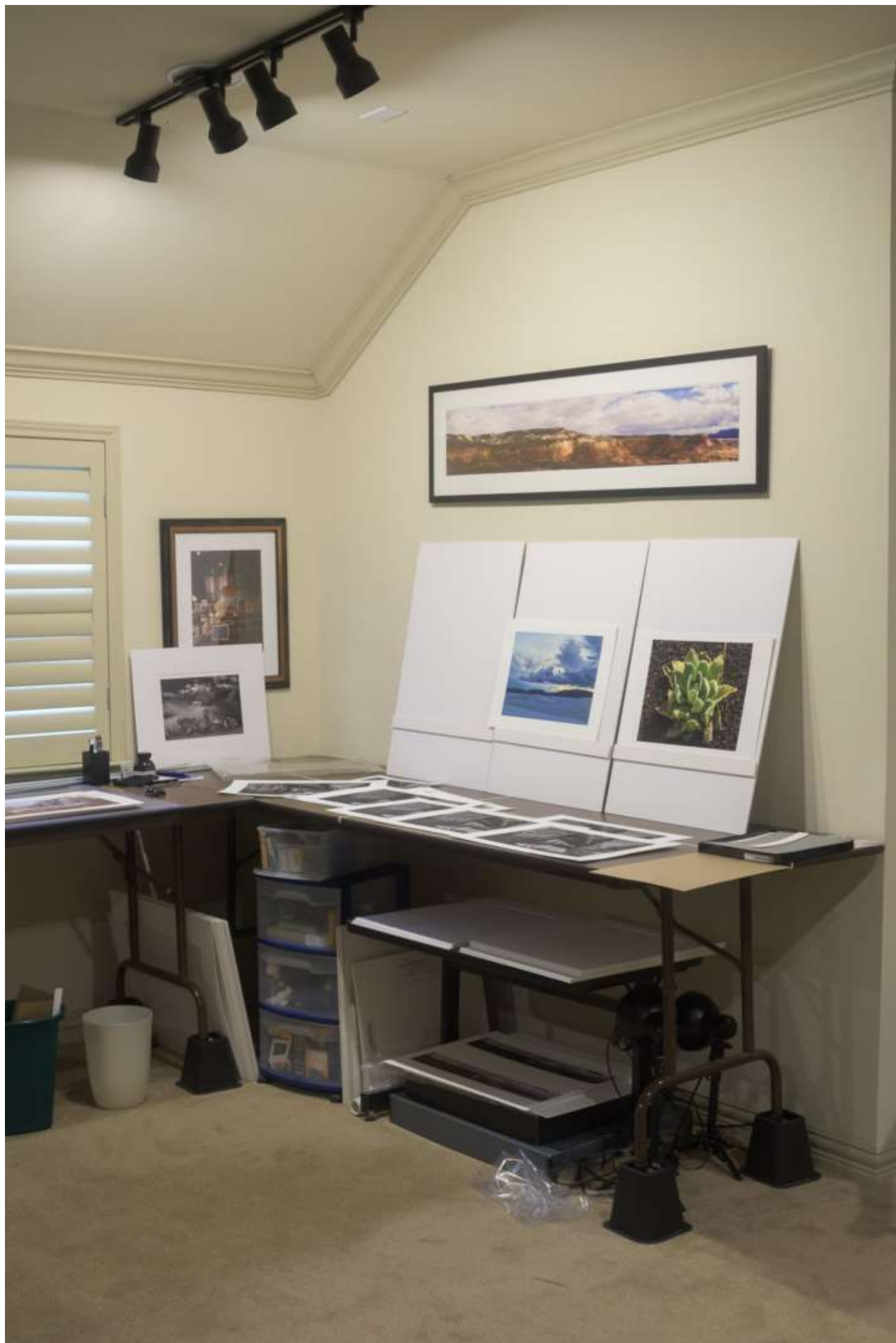
My Standard Print and Mount Sizes

- The majority of my prints are on 13 X 19 paper.
- The standard aspect ratio for most DSLR's is 2:3
- Maximum print on 13 X 19 at 2:3 is 12 X 18 (leaving some border around the print)
- Many photo clubs have a maximum mat size of 16 X 20.
- For photo club contests, I have settled on
  - 10 X 15 print in 16 X 20 mat for 2:3 images or
  - 11 X 14 print in 16 X 20 mat (11 X 14 is a traditional size close to 4:5 film)
  - For panoramas I use 1:2 or 1:3
- This simplifies my life and allows me to buy a stock of mats that I know will work. (I can cut mats to custom sizes but I don't like it.)

Demonstration

- Printing from LR to your local printer.

- Printing to a file to upload to a print service.

- Ordering your print.

[CAMERA STOP] _

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AUGUST 17, 2016 DAILY DEALS!

Today's Daily Specials are a new in box Nikon D500 (body only) and a Sony A Mount 100mm f/2.8 Macro Lens. Come into our store between 10:00am and 7:00pm to find out the special pricing on these items. If you are in the market for either of these items you will not regret coming in for these deals. No Imports here-these are US models with full US manufacturer's warranty.

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Mounting Your Photograph For Competition

- Everything matters when your print is judged.
- Prepare your photograph with care – if the judge senses you don't care, then the judge won't care either.
- Face mounting is acceptable.
- Mounting with a mat is preferred.
- Use a white mat or rarely black.
- Never a color. "That orange mat really enhances this photograph" said no judge ever.
- Canvas is not good for contests and metallic should be used sparingly.

Mounting Demonstration

Cutting a Mat