

FROM CAPTURE TO PRINT

Blue Tree Studios, in association with Canon, is proud to present the first of our ongoing "hands-on" seminars featuring renowned photographer, artist and educator **Les Walking**.

The seminar provides a critical overview of contemporary best practice workflows, from the initial image capture to proofing for pre-press and publications, and the highest quality exhibition printing. It is presented over three separate sessions/nights at Blue Tree Studios, where real-world imaging solutions address the issues most commonly encountered in real life.

The seminar is ideal for those who want to realise the benefits of full control over the image-making process. Modern inkjet printers and cameras provide exceptional control, workflow and sales opportunities for the full spectrum of photographers. Commercial, wedding and portrait photographers in particular can take advantage of the unique opportunities provided by fully controlled in-house print operations.

During the seminar participants have the opportunity to photograph and print their own images, utilising the latest state-of-the-art Canon EOS DSLR cameras, large format Canon imagePROGRAF printers, media and inksets.

Time: 6pm - 9pm

Monday 28 March 2011

Session 1 →

CAPTURE

The focus is on studio capture, shooting tethered and working with a balanced and colour managed workflow for maximum quality and efficiency while minimising unnecessary post-production.

Topics include:

- Shooting tethered - what are the advantages and disadvantages?
- What is 'correct' exposure?
- What is a histogram and how should I interpret it?
- What are the advantages and disadvantages of RAW versus JPEG workflows?
- How do I decide what RAW processor to use?
- What are camera profiles and do I need to work with camera profiles?
- How do I create ICC and DNG camera profiles?
- When should I edit the RAW file's white balance, tonal balance, and contrast?
- What should I know about creating and working with metadata?
- How do I auto-batch process images?

■ **\$150 per session**
\$350 for three session series

Tuesday 29 March 2011

Session 2 →

PROOFING FOR PUBLICATION

Both RGB and CMYK print processes are covered, including magazine, sheet fed, and inkjet outputs, with an emphasis on preserving image quality and integrity across multiple printings and platforms.

Topics include:

- What do designers expect from photographers?
- What questions need to be addressed to printers, pre-press and publishers?
- Bit depth, file sizes, file formats - what is required?
- Should I be working with an early binding or late binding workflow?
- What are the safe options in a world lacking foolproof methods?
- Should I be soft proofing or hard proofing or both?
- How to identify and compress out-of-gamut colours?
- In-house CMYK separations - saving money or wasting time?
- How do I determine how much to sharpen my images?
- What are the essential colour management skills that I can't work without?

■ **\$150 per session**
\$350 for three session series

Wednesday 30 March 2011

Session 3 →

PRINTING FOR EXHIBITION AND SALE

This is all about the creation of stunningly beautiful exhibition and archival quality inkjet prints, from dedicated file preparation to colour managed printing on the finest media.

Topics include:

- What is an optimal RGB printing workflow?
- How can I increase the sensation of depth, dimensionality and presence in a print?
- What is creative sharpening and when would I use it?
- How can I tone and colorize a B&W print?
- Media selection and ink usage - economy versus quality - what are the trade-offs?
- What are the best methods for up-sizing and calculating the best printer resolution?
- Why, how and when should I compress the image's colour gamut?
- What are the advantages of printing through a Photoshop printer plug-in?
- What are printer profiles and how do I print with them?
- Do I need a custom printer profile?

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