

Southern Dutchess News

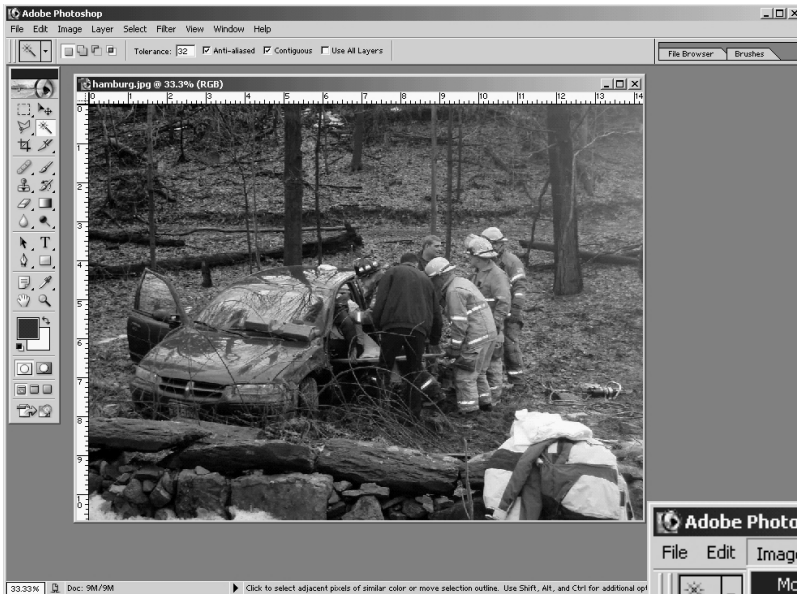
Color correcting photographs in Photoshop

Important Notes:

- A) We are an offset printer. All photographs that will print in Black and White must be converted to "Grayscale", all photographs that will print in 4 color process color must be converted to "CMYK"
- B) I am using a PC computer and Photoshop 7. Photoshop on a Mac or other versions may be slightly different but the following process will be essentially the same.
- C) Southern Dutchess wants you to use photographs that will reproduce beautifully - so give us a call if we can further assist you. Call 845-297-3723 and ask for Roger our Production Director or Bob the Art Director
- D) Regarding file formats we find a Tiff file to be overall the most reliable, with EPSs as a second preference, JPEGs are also ok. When I am done correcting a photo I go to File - Save a Copy, and change the format of the original to a tiff. After I have fully saved the copy I close the original without saving.

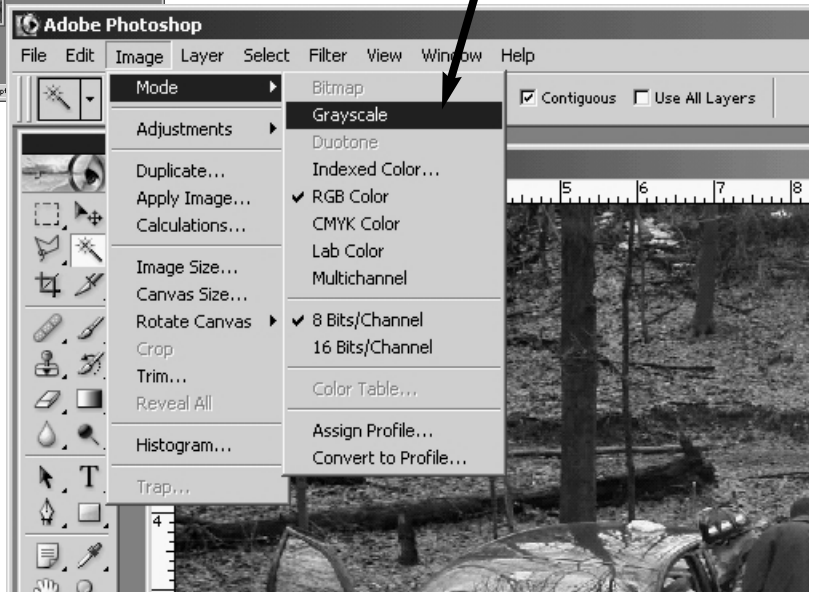
Reproducing in Black and White

- 1) Open the picture you want to color correct.



2) Convert to Grayscale.

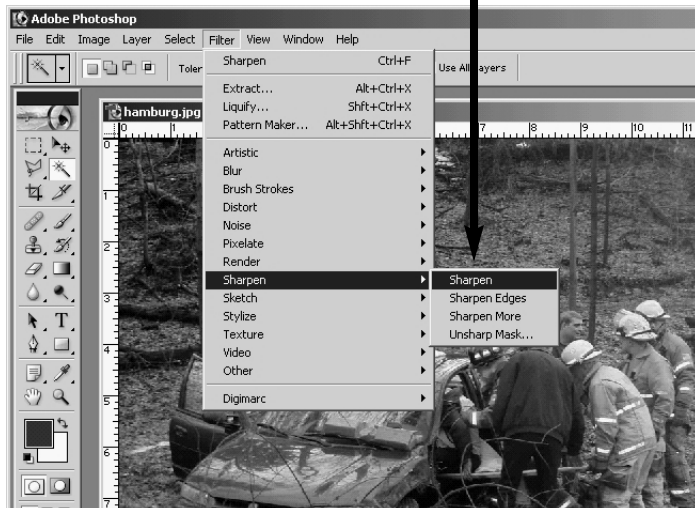
Go to Image - Mode - Grayscale.
Photoshop may ask you if you want to discard color - say ok.



3) Sharpen your photograph.

Go to Filter - Sharpen - Sharpen.

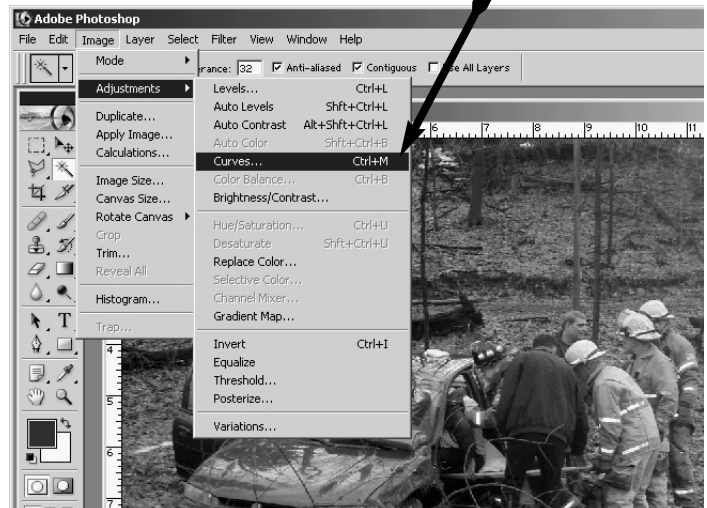
This is optional, but if you look close it will crisp your picture nicely.



4) Curves.

Go to Image - Adjustments - Curves.

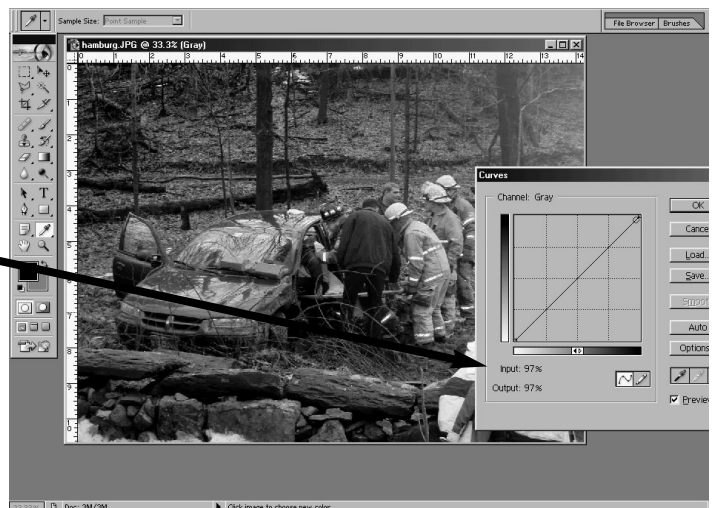
This is where you will brighten and lighten up your photographs so they will not print to dark.



4a) Curves.

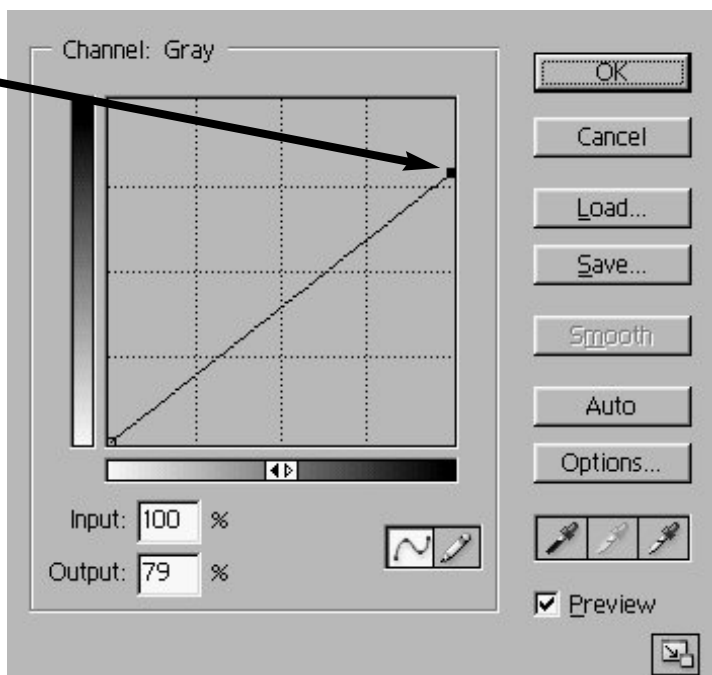
Your photographs will get darker on the press so we want to make the photos lighter. While the curves window is open your cursor will turn into an eye-dropper. Touch the darkest place on the photo, and notice what percentage of black is there.

We want no more than 80% Black here, in our example it is 97%. The diagonal line in the curves window represents the black on the top right, your whites in the bottom left, and your midtones between the middle.



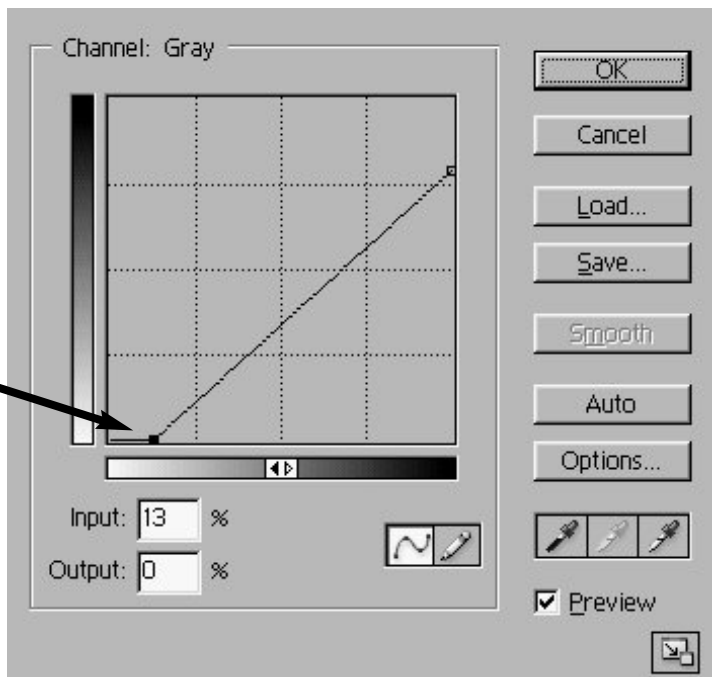
4b) Curves.

We will adjust the photo by clicking on the black end of this line and dragging it straight down. You can retouch the eyedropper in the same place to remeasure the black, keep going until the darkest area is down to 80%.



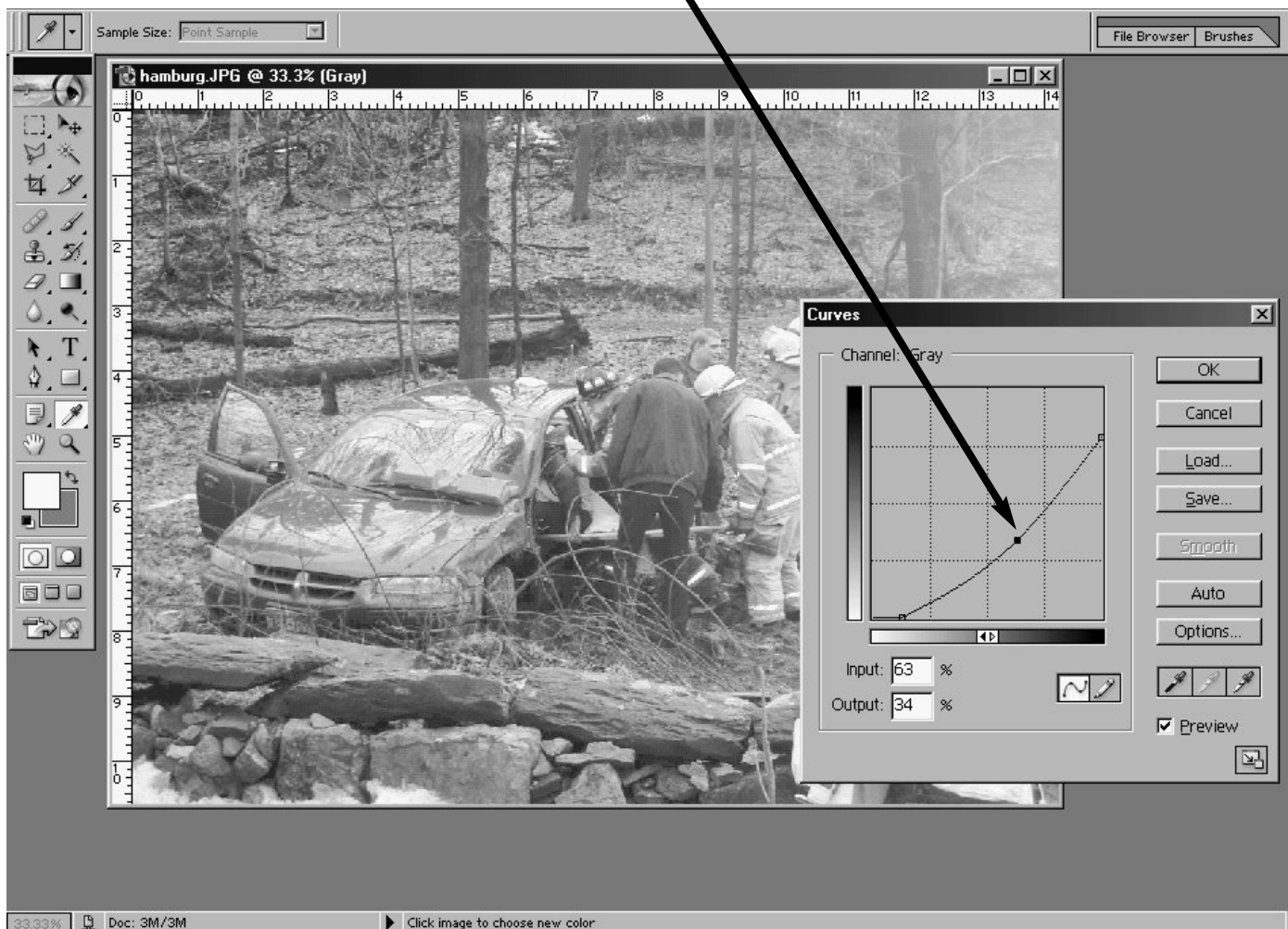
4c) Curves.

Next we will adjust the whitest areas.
This again you can use the eye dropper
and measure the whitest area. You want no more
than 5% in the whitest areas. Adjust as needed by
dragging the white end of the line to the right.



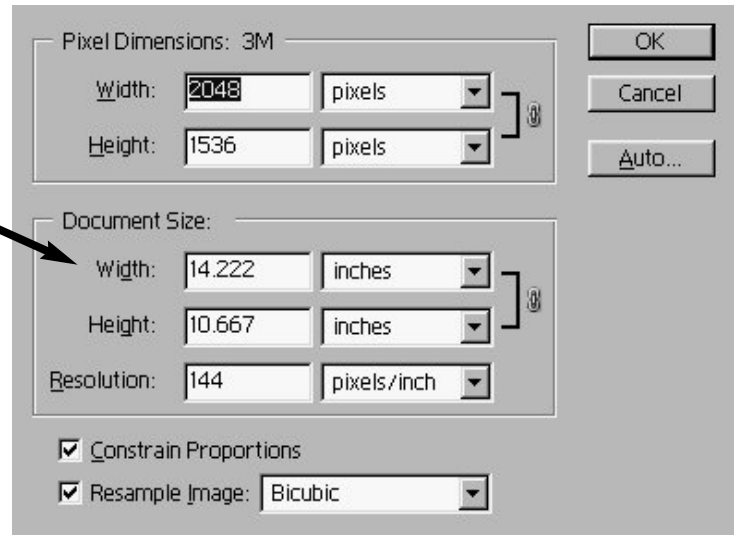
4d) Curves.

Next we will adjust the midtone areas.
This I do by eye, the intent is to lighten the picture.
Adjust as needed by clicking on the middle of the
line and dragging down diagonally to the right.
You will see a lot of detail come out of a dark
picture where you did not see any detail before.
Click OK when done.

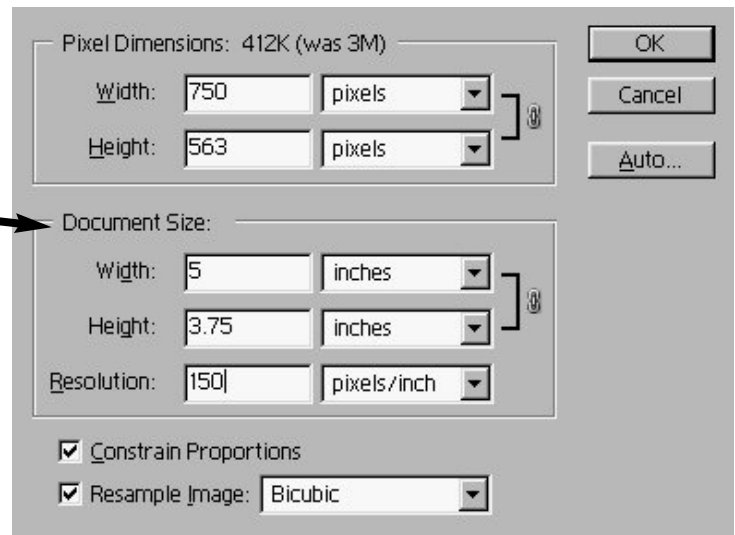


5) Image Size.

Go to Image - Image Size. The Image Size window will open. This too is optional but will help control the size of your document by keeping photographs no bigger than they need to be. In our example the photograph is 3Megabytes - 14.922 inches wide and a resolution of 144. Lets say you will be using this photograph at 5 inches wide in your final project.



You would then under "Document Size" change the width to 5 inches and the resolution to 150 (this is the resolution we print at). Your file size just went from 3M down to 412K, a much smaller file without compromising quality. Click OK, and save your file, your done.



Reproducing in Color (CMYK)

This is essentially the same as correcting a grayscale photograph with a few exceptions as indicated.

1) Open the picture you want to correct.

2) Convert to CMYK Color Go to - Image - Mode - CMYK Color.

3) Sharpen your photograph Go to - Filter - Sharpen - Sharpen.

4) Curves. Go to Image - Adjustments - Curves. This is where you will brighten and lighten up your photographs so they will not print to dark. Follow the same procedure as you did with the black and white photographs by dragging your dark areas down, your lightest areas to the right, and midtones diagonally down to the right. The default is for all four colors to be corrected at the same time, you can not measure at this point with the eyedropper. If you need to you can select "Channel" and specify the individual colors. Click OK.

3) Image Size Go to Image - Image Size. Follow the same procedure as you did in the Black and White section.

