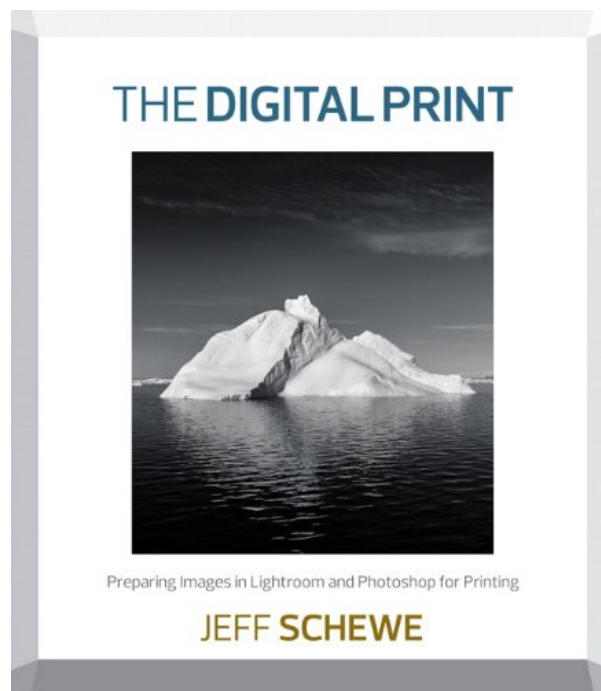


THE DIGITAL PRINT: PREPARING IMAGES IN LIGHTROOM AND PHOTOSHOP FOR PRINTING BY JEFF SCHEWE



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THE DIGITAL PRINT



Preparing Images in Lightroom and Photoshop for Printing

JEFF SCHEWE

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About the Author

JEFF SCHEWE is an award-winning professional advertising photographer and digital imaging pioneer. He leads workshops and is a member of the National Association of Photoshop Professionals Photoshop Hall of Fame. He wrote *The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop* and co-authored several bestselling titles, including *Real World Camera Raw with Adobe Photoshop*.

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Whether you're a digital or a film photographer, you can learn to leverage today's technologies to create masterful prints of your work, and this unique book is devoted exclusively to teaching you how. In it, renowned photographer, educator, and author Jeff Schewe presents targeted chapters on digital printing from Lightroom and Photoshop and shares his expert techniques for optimal output and fine-art reproduction. A companion to *The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop*, this book teaches you how to take your already perfected images and optimize them for the highest quality final printing. Jeff teaches you about printer types and principles of color management so you get the results you expect. He also shares his strategies on proofing, sharpening, resolution, black-and-white conversion, and workflow, as well as on identifying the attributes that define a perfect print.

- Learn techniques for optimizing your images for printing
- Discover how color management can work for you instead of against you
- Develop an eye for the perfected print

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48 of 55 people found the following review helpful.

Getting It On Paper

By Conrad J. Obregon

When I was only a little younger, but far less experienced with digital imaging, I once said (somewhat facetiously) that in an ideal world all one should need to print an image well was the printer manufacturer's instruction manual. I am a little older and a great deal more experienced and I now know printing images is no joking matter. Luckily I can turn to Jeff Schewe now for printing help.

This book is a companion to his book *The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop*. In it Schewe covers almost everything one needs to know about printing. He does it for both Photoshop and Lightroom without confusing the separate procedures, and for both color and black and white. He does not have much faith in printers other than Epson and Canon for fine arts printing, so HP and other printer owners will be disappointed. After a brief history of image printing and printers, he launches into a discussion of color management, which is the adjustment of images from camera or scanner to monitor to print so that colors appear consistent. Although he sometimes provides really detailed procedures that many folks might skip if they are not obsessive about their prints, he is also realistic, as when he opines that one really only needs to profile one's camera for a few conditions. Next he describes how to prepare an image for printing, briefly touching on tone and color adjustments and spending more time on sharpening and noise reduction. He shows how to soft proof an image to adjust it fit the qualities of the paper being printed. He then shows the actual procedures for sending the image to print. Schewe's discussion of print attributes includes paper, presentation, and storage. He finally talks about printing workflow and compares Photoshop and Lightroom. He includes preparing images for printing by a lab and use of a "RIP".

The book is profusely illustrated. Some screen captures are difficult to distinguish because of small size, but I'm not certain how to avoid this.

Schewe is quick to say that paper selection is subjective, but indicates that the comparison between images in soft proofing may help with the selection. He also discusses when either matte papers or glossy papers may be more appropriate.

Occasionally, I would have liked to have seen a little more detailed instruction on things, like getting a camera profile into Lightroom, but I do know that folks like X-rite do provide detailed instructions with their Color Checker

Even though I've been printing for a long time, I still picked up several tips and improvements in my own workflow. A beginner might be a bit overwhelmed by the depth of instruction, and a general book about either Lightroom or Photoshop may be more helpful. However, once a photographer has a little experience in printing, and feels some of the dissatisfactions, small or large, that most of us have with our prints, this book will prove quite worthwhile. It is certainly one of the best I've read on the subject. Schewe can certainly help make one's images match one's visions.

24 of 26 people found the following review helpful.

Jeff Schewe is the New Printing Explainer-in-Chief

By Brian M. Stoppee

A print is a thing of great beauty. A great print is that completed long pass down the football field at the end of a very exciting Super Bowl. You have captured that fabulous image, which it feels as if it took your entire career to capture. It looks terrific on your screen but it's just not translating to the paper.

One of the many areas we are called upon for our consulting expertise is printing. It frustrates many serious photo enthusiasts as well as some of the industry's top professionals. We admit to being frustrated by the process, ourselves. What's maybe even more frustrating is that being able to make that translation from the display screen to the paper is the scarcity of information on professional printing techniques.

The reviews we publish are our own journals. They serve as our reference notes. We want to be up front about disclosing that we travel in many of the same circles as the author, Jeff Schewe. We have never met nor even conversed, but he shares comments on product developments in a private professional online forum we frequent.

CH 1 - A DIGITAL PRINTING PRIMER - We strongly believe that it's not possible to know where you are going unless you understand what has come before you got involved. Jeff opens with an excellent review of the history of inkjet printing. For those who have not lived it, this sets the stage. Don't skip it. This is a fun read with some celebrity storytelling.

CH 2 - COLOR MANAGEMENT - Understanding color requires you to digest a fair amount of physics classes but this is far more exciting than we remember from high school. This is where too many books skimp and the complete story is never told. This chapter alone is worth the purchase price. At this point in our reading, we could confirm that this book earned a place on our reference shelves. It's a must-have, covering color theory placed in practical Applications. At this point, we're only 77 pages into this. If color models and color gamuts seem like something you'd never understand and you were ready to give up, the second chapter feels very inspirational.

CH 3 - PREPARING IMAGES FOR PRINTING - If you've been printing in Photoshop (Ps), and if you have not explored some of the Lightroom (Lr) printing features, it's something you owe yourself. What you learn here is our favorite thing about Lr, soft proofing. If you've been working in both, you'll appreciate Jeff's fresh approach. There's nothing here which made us think, "I don't need to read this." (And, we go back to Ps 2.0 and Lr 1.0.) Admittedly, the third chapter has some "I've never done that," moments for us to the point where we began to think, "I've gotta to that." Even if you're a known print master, you're about to up your mastery.

CH 4 - MAKING THE PRINT - Our second book has a chapter on printing. We tried to make it as interesting and visually appealing as possible. If we ever owned the crown, as Printing Explainer-in-Chief, we're passing it to Jeff, maybe with a tinge of jealousy for a job so well done that everyone who writes, presents, and consults should consider the bar raised and the new standard set.

CH 5 - ATTRIBUTES OF A PERFECT PRINT - We didn't give Jeff a penny to say this, but he opens the chapter with one of our ongoing mantras, "Start with a great image." In the previous four chapters he has set the table for the printing feast, but if the raw ingredients are not that good, the celebration will fizzle out. Nevertheless, many a print processing house will be asked to do great things with less than A+ images going to the output specifications the customer is providing. This would have been an incomplete volume if Jeff had not addressed what may result in something less than perfect, and he didn't disappoint. He even has a sidebar on signing prints, an issue we have pondered in the Past. And, of course it would not be the reference work readers need unless he also explored framing and print preservation, which he has done well.

CH 6 - DEVELOPING A PRINTING WORKFLOW - It might not occur to those readers, who are making a few great prints a month, that some of us have a daily workflow. It's not all printing. There are others who may be shooting, throughout the week, and need to schedule Bridge editing, Camera Raw processing, and Photoshop post-production into the week's schedule, along with print output. Along with a few topics, which didn't fit well into other sections of the book, this final chapter is an excellent reality check. The reader is forced to consider the time resources which must be devoted to great printing. Rather than frightening you, it ought to serve as an encouragement toward both efficiency and excellence.

CONCLUSION - Can you learn about making beauty prints from a visually boring book? It would be a struggle for us, but that's just a guess, because this one is inspirational in its graphics and design. More over, there isn't a better book on ink jet printing that we know of. It's extremely complete.

Of all the books we've reviewed, loved, and refer to often, we don't remember an easier one to give our whole-hearted 5 stars to.

15 of 17 people found the following review helpful.

Jeff does it again

By Daniel J. Barthel

Again, in the spirit of Ansel Adams master series, Jeff has captured the necessary steps to take a digital "negative" and transform it into a print. He covers the process completely, except for one area: making, ordering and using custom profiles. While he does discuss them, I feel like he could go a little deeper into the topic. Other than that, this is the guide to printing we've all been waiting for.

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Again, checking out routine will certainly constantly provide useful advantages for you. You may not need to spend lots of times to check out guide *The Digital Print: Preparing Images In Lightroom And Photoshop For Printing* By Jeff Schewe Simply allotted several times in our extra or spare times while having meal or in your workplace to read. This *The Digital Print: Preparing Images In Lightroom And Photoshop For Printing* By Jeff Schewe will show you brand-new point that you could do now. It will certainly help you to improve the top quality of your life. Occasion it is merely a fun publication **The Digital Print: Preparing Images In Lightroom And Photoshop For Printing By Jeff Schewe**, you could be happier and also much more enjoyable to delight in reading.

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