Compact Digital Photography Guidelines for Print Publications

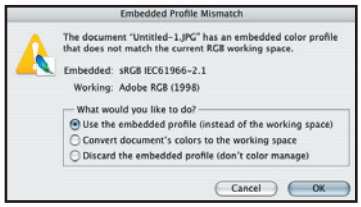
Shootings

Version: 1.0 - november 2007

(1) In some cases a shot in JPEG-fine and in Adobe RGB can be sufficient, but it can only be done in consultation with the publisher.

(2) Optimization must be done in the raw convertor of the camera, in the raw convertor of Photoshop CS2 or in another raw convertor.

(3) If the shot was done in sRGB, the profile has to be embedded in the image. Do not convert to another colour space.



(TIP) If you have to scale, crop or rotate an image, you should save the RAW IN TIFF, make the correction and then save the image in TIFF or JPEG.

Colour Settings:
Working Spaces:
RGB = Adobe RGB

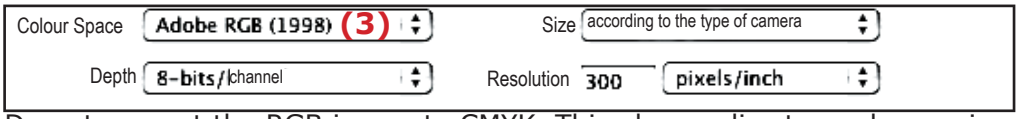
CMYK
(4) ATTENTION PLEASE:
This setting is relevant only when an RGB image is converted to CMYK. Unless agreed differently, in general we do not recommend to convert RGB images to CMYK. This CMYK working space can be used (on a calibrated system only) to soft-proof the printed result of an RGB image. For that purpose use the correct CMYK colour profile related to the chosen printing technology and substrate. In case the final CMYK colour space is unknown you can use one of the default settings for your specific region.

Colour Management Policies:
Preserve Embedded Profiles: It is very important that the profile stays embedded in the image. In this way, the image always opens in the correct colour space.

Conversion Options:
These options only apply when the image has to be converted to another colour space.

1] Shoot and Save

Shoot in RAW (1)
after optimization (2) save in JPEG maximum quality or TIFF.
Raw convertor Settings:



Do not convert the RGB image to CMYK. This also applies to analogue pictures scanned by the photographer.
Always embed the colour space! Photoshop Settings when saving the file:

Adobe RGB -->

sRBG -->

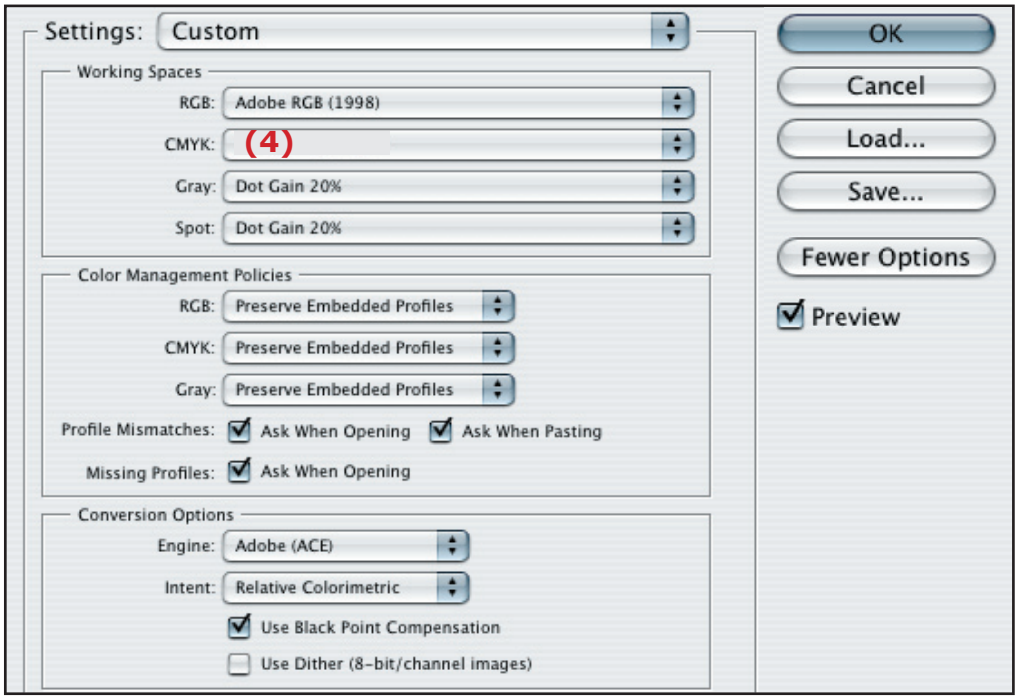
! We recommend Adobe RGB.
! If another colour space is used, it must be embedded.

2] Screen calibration

Whitepoint: 6500 K in non-normalized ambient light
Whitepoint: 5000 K in normalized ambient light
Gamma 2.2. The calibration of the screen has to be done with a professional measuring device.

3] Settings for evaluation on screen (min. Photoshop 6)

For evaluation of the RGB image use the folowing settings.



screenshot Photoshop CS2

4] Data exchange

JPEG or TIFF images can be forwarded by DVD or CD.
Electronic data exchange can be done by FTP or e-mail.
This has to be done in consultation with the publisher.
The photographer keeps the original RAW file, which can be demanded if necessary.

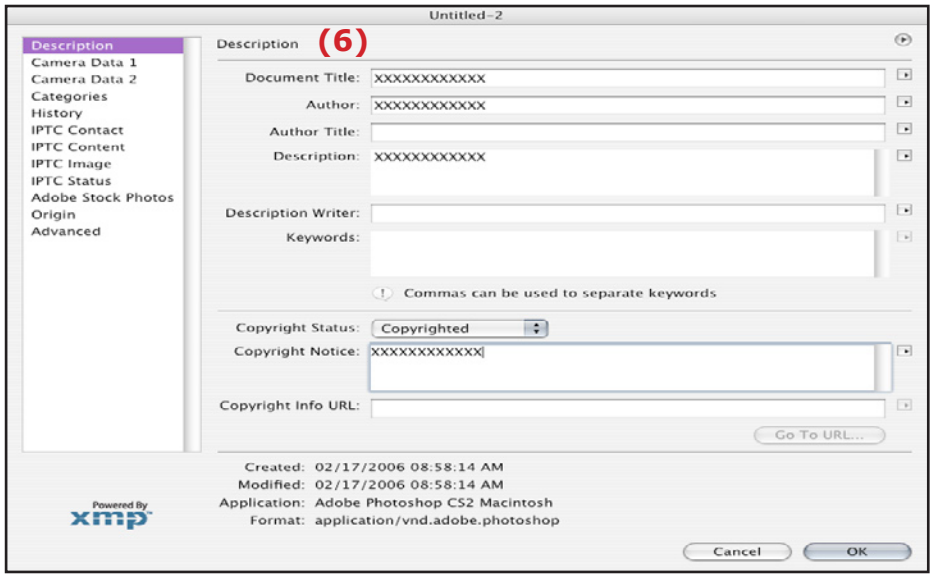
5] Name

(5) examples:
jv_springfashion_140605.jpg
mvl_birth_131205.jpeg
jvc_paris_prague_050705.jpg

Use a descriptive name.
(5) e.g. abbreviationphotographer_productionname_date6numbers.extension

Special characters, spaces, punctuation marks... are not allowed in the name.
Allowed are:
a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z
A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z
0,1, 2, 3, 4, 5, 6, 7, 8, 9
'underscore' and 'dot' before the extension.
Attention please: max. 23 signs not including the 'dot' and the 'extension' (max. 28 signs)

6] IPTC Information (screenshot Photoshop CS2)



(6) The following IPTC fields should always be filled in:

IPTC name	IPTC number	Photoshop name	explanation
Title	5	Document Title	name of the image
Creator	80	Author	name of the photographer
Description	120	Description	content of the image
CopyrightNotice	116	Copyright Notice	if the Copyright status is active, owner of the image

Production date, correction date and exif-data are saved automatically.

! The place of the fields can be different depending on the version of Photoshop.

7) When the image is saved after entering the resolution of 300dpi, the image immediately appears with realistic dimensions in the publisher's lay-out.

7] IMAGE RESOLUTION AND SIZE

The optimal resolution for shootings is 300 pixels/inch
This setting is immediately OK if the image was treated in the RAW convertor as described above.
With a shot in JPEG-fine the resolution can be changed in the image size window as described below.

8] EXAMPLE

To recalculate the image pixels you have to turn OFF Resample Image.