

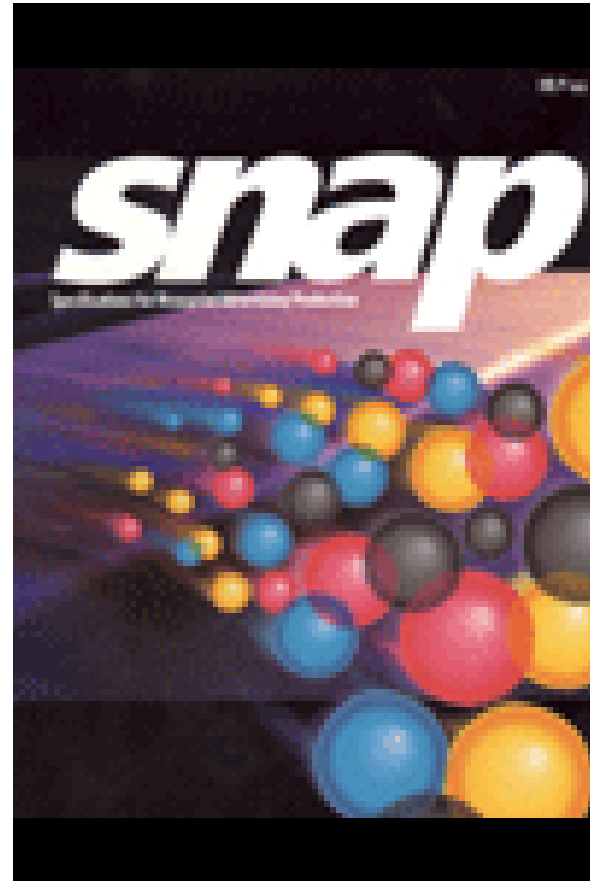
# Photoshop Training for Newspaper Printing

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Tuesday, February 26,  
2008

# Photoshop Training for Newspaper Printing

- Overview
  - Color Management
  - Newspaper Offset Printing
  - Specifications for Newspaper Advertising Production (search for SNAP at <http://www.naa.org/>)
  - Digital Imaging / Toning Workflow using Adobe Photoshop



# Photoshop Training for Newspaper Printing

- Digital Imaging:  
Establishing  
a Toning Workflow

-Photoshop

\*Color Settings

\*Prefs / Configuration

\*Standard Operating  
Procedures

## TONING WORKFLOW

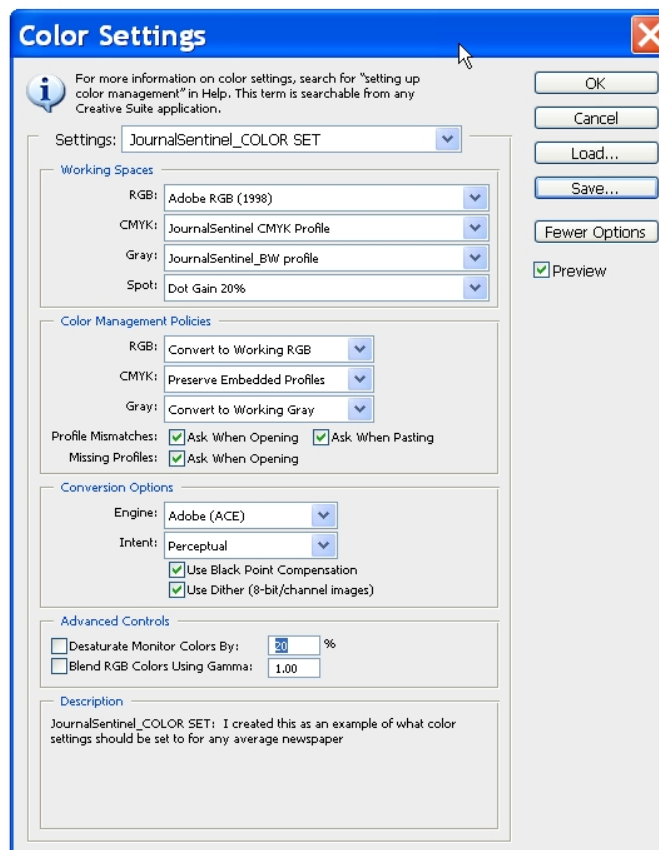
Standard Operating Procedures

1. Analyze the Image
2. Improve Tone range
3. Color Correction
4. Detail Enhancement
5. Convert, Save, Release

# Photoshop Training for Newspaper Printing

## Color Settings / Preferences / Configuration

### COLOR SETTINGS window



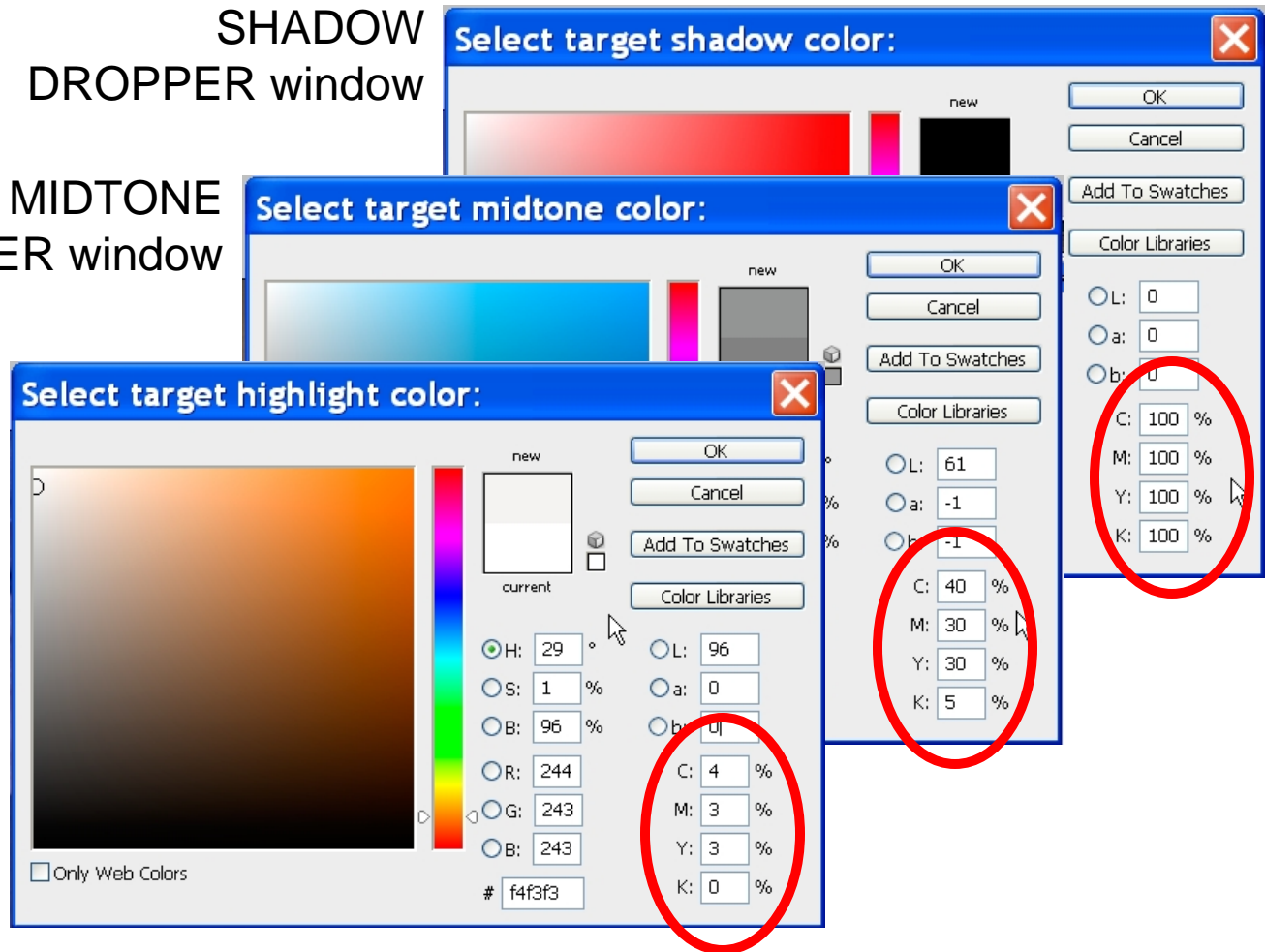
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## Color Settings / Preferences / Configuration

SHADOW  
DROPPER window

MIDTONE  
DROPPER window

HIGHLIGHT  
DROPPER  
window

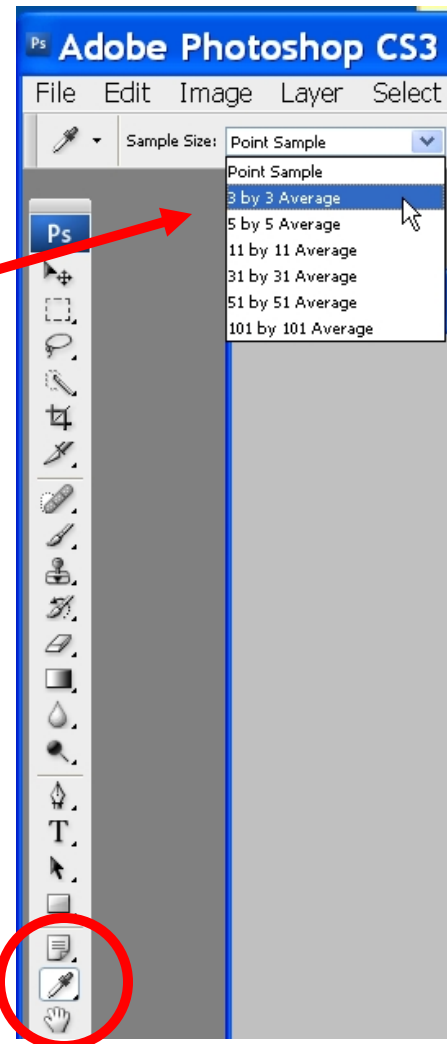


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## *Color Settings / Preferences / Configuration*

EYEDROPPER  
TOOL preference

*Set the  
eyedropper  
Sample Size to  
3 by 3 Average*

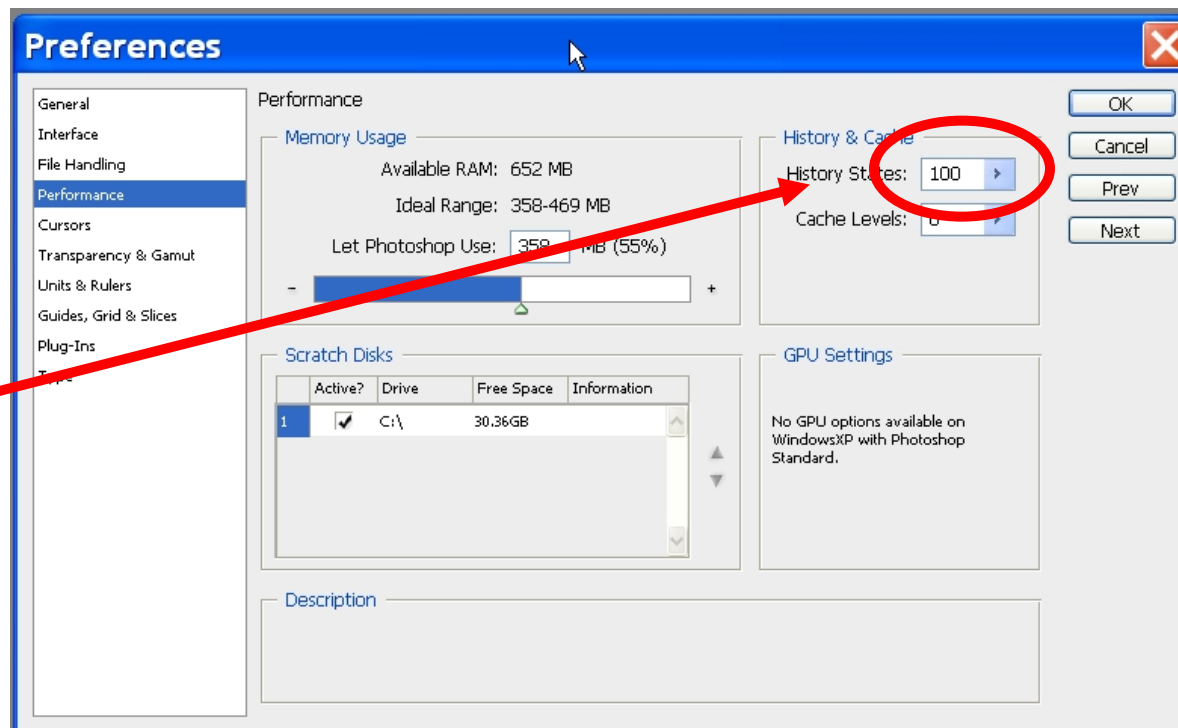


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## Color Settings / Preferences / Configuration

HISTORY STATES  
preference

*Set the History  
States to 100*

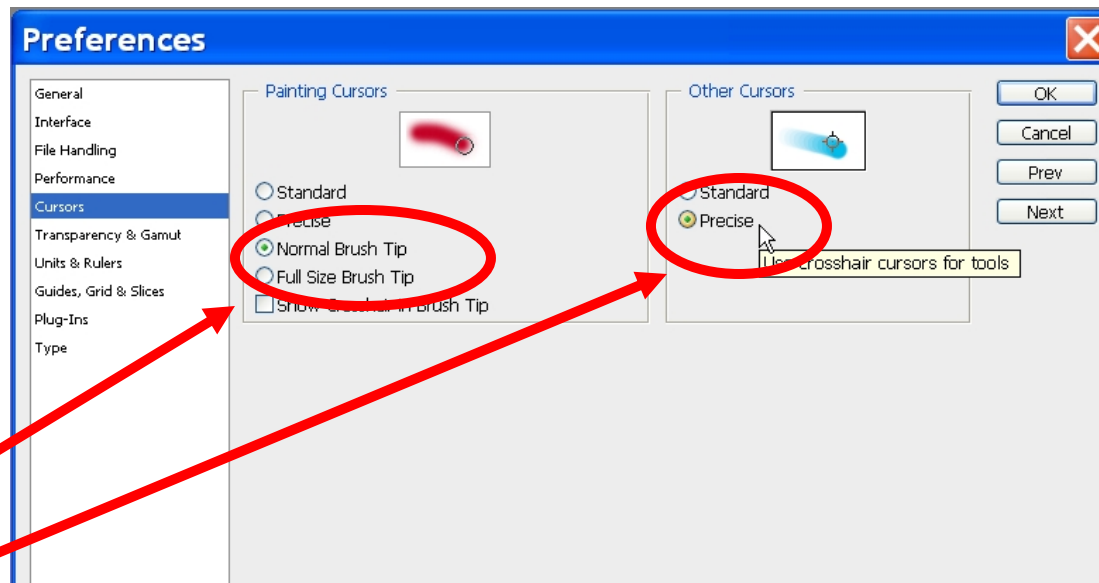


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## *Color Settings / Preferences / Configuration*

### BRUSHES and CURSORS preference

*Set the Brushes  
and Cursors  
preference to  
BRUSH SIZE  
and PRECISE*



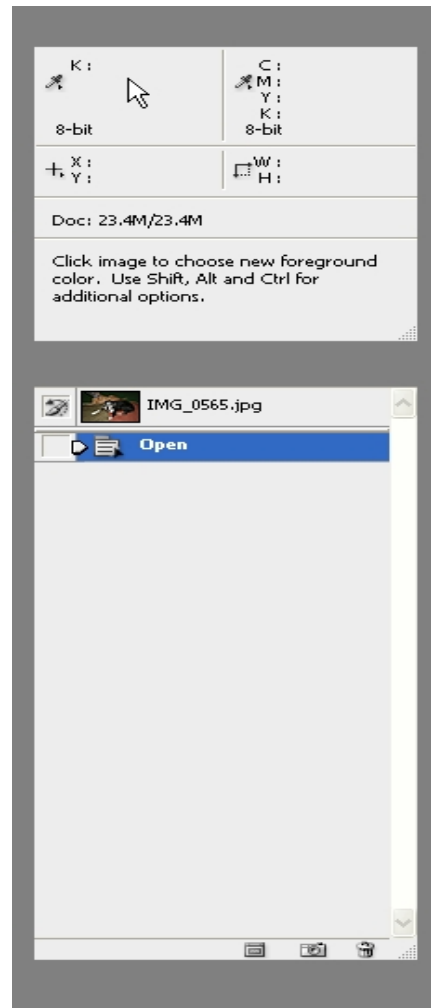


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## *Color Settings / Preferences / Configuration*

Desktop Configuration  
within Photoshop

*The INFO and  
HISTORY  
PALLETTES  
should be set-up  
as shown at the  
right*

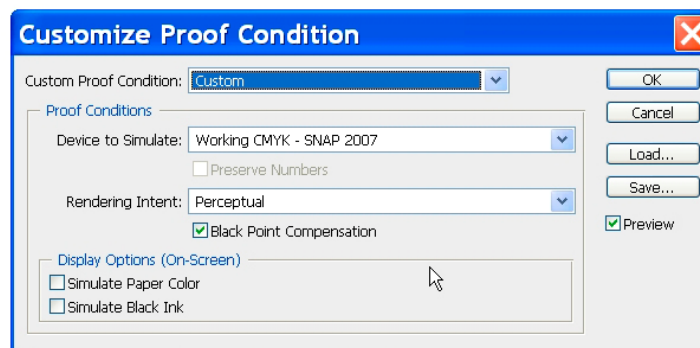
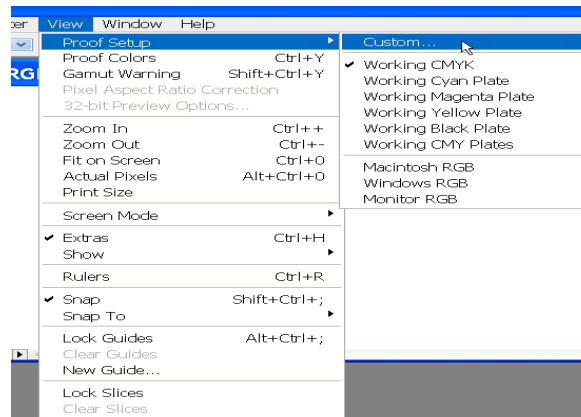


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## Color Settings / Preferences / Configuration

### View/Proof Setup/custom

*Setting the Proof Setup to the working SNAP 2007.icc CMYK profile allows you to view the image as if it was in CMYK, but still exists in the RGB working color space.*



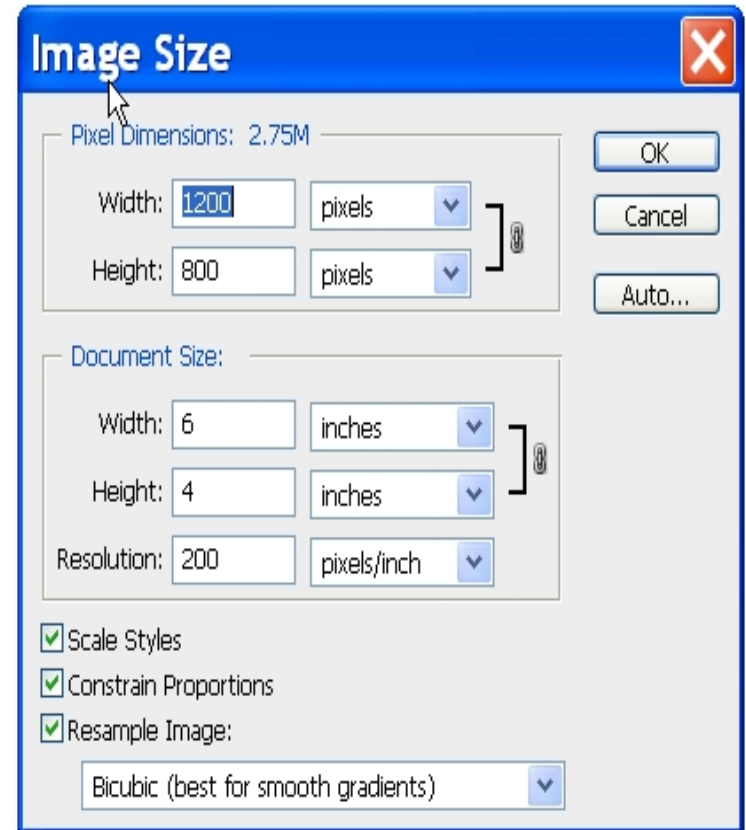
# Photoshop Training for Newspaper Printing

## Toning Workflow

### 1. Analyze the Image

- Open RGB and B&W originals, and convert to working color space set within Color Settings
- Open CMYK originals, preserve any embedded profiles, then convert immediately to working RGB color space.
- Evaluate quality of original (Is it sharp? Grainy? Severe color cast? What is the lighting source(s)?)
- Crop/size image to final print size (within 20%)

IMAGE SIZE window





# Photoshop Training for Newspaper Printing

## Toning Workflow

### 2. Improve the Tone Range

#### ***Tools used:***

#### - LEVELS

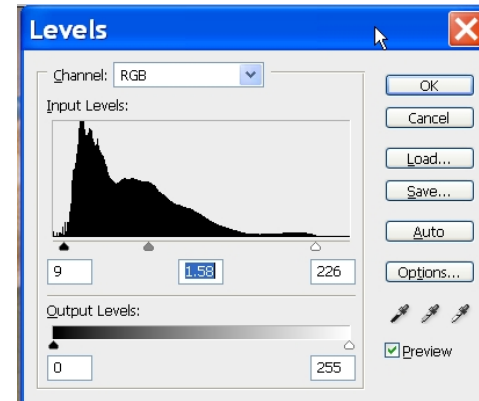
Set the highlight, shadow, and midtones using the histogram.

#### -CURVES

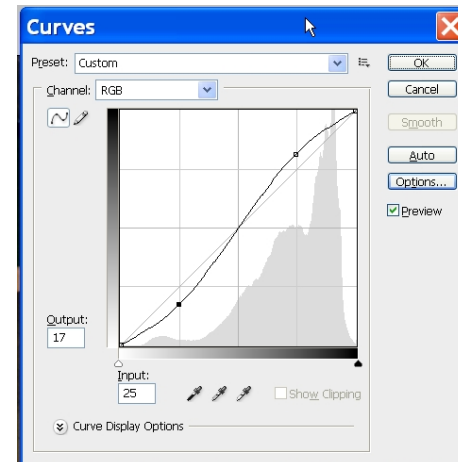
Add contrast to 'secondary highlights' in fleshtones.

Add contrast to other areas that require more "pop"

LEVELS window



CURVES window





# Photoshop Training for Newspaper Printing

## Toning Workflow

### 3. Color Correction

#### *Tools used:*

#### - HUE / SATURATION

Use for 'shifting color' from one hue to another; use for saturating or desaturating color

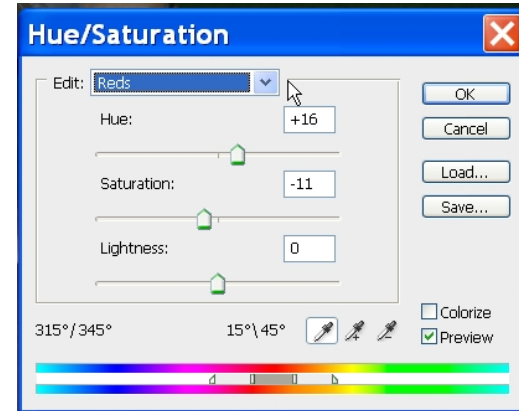
#### - SELECTIVE COLOR

Fine-tune colors or make drastic changes by forcing color in or out

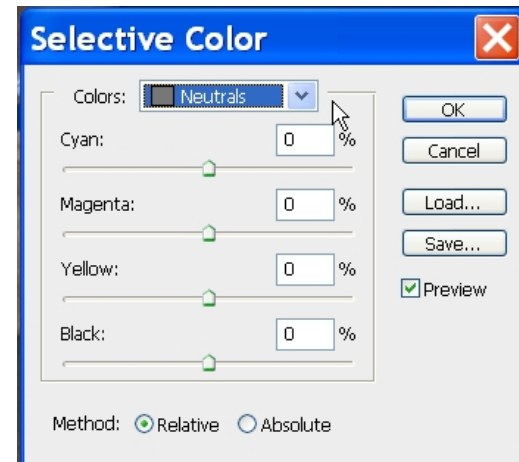
#### - REPLACE COLOR

Targeted hue shift or saturation changes adjustable by "fuzziness"

HUE / SATURATION window



SELECTIVE COLOR window



# Photoshop Training for Newspaper Printing

## Toning Workflow

### 3. Color Correction (con't)

*Checklist:*

- Neutrals (whites, grays, blacks)
- Memory colors
- Fleshtones
- Saturate colors when needed; contaminate colors when necessary

CMYK ratios:

	Neutrals		Fleshtones in 'secondary highlights'		
C	4	40	3	6	9
M	3	30	8	16	24
Y	3	30	11	22	33
K	0	5	0	0	0





# Photoshop Training for Newspaper Printing

## Toning Workflow

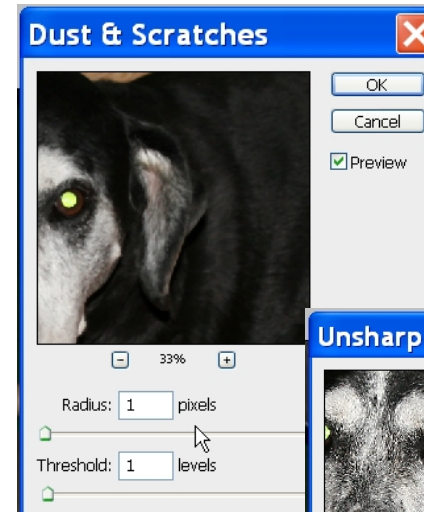
### 5. Detail Enhancement

- Clean up noise, grain, artifacts, (etc.)
- Sharpen subject areas, blur out-of-focus backgrounds, improve depth of field

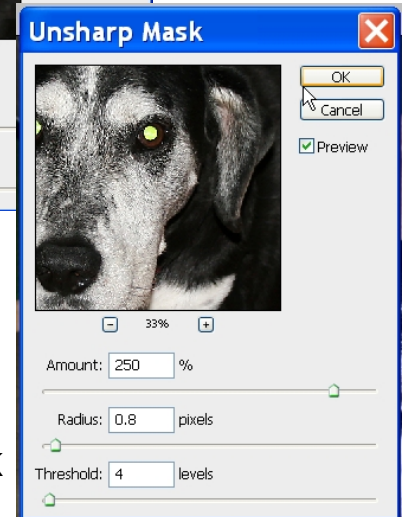
#### ***Tools used:***

- Despeckle
- Dust and Scratches
- Unsharp Mask

DUST and SCRATCHES window



UNSHARP MASK window





# Photoshop Training for Newspaper Printing

## Toning Workflow

### 6. Convert, Save and Release

- Convert from RGB to CMYK (or Grayscale if running in black and white)

*NOTE: If converting from RGB to Grayscale, images will flatten out slightly. Re-adjust contrast if necessary*

- SAVE AS to front end system or other location.

*NOTE: Make sure you are embedding the correct color profile found in your Color Settings.*

MODE change window

