

# Printing

The best way to present your pictures and share with non-computer friends and relatives

# Printing Process

- Select your pictures
- Determine where you will do the printing and select the size of the prints you want to make. 4x5, 4x6, 5x7, 8x10 etc
- Crop your pictures to match the prints you want. Cropping is the ratio of width to height so 4x5 is the same crop as 8x10. Without cropping you will get a band of black or white on one of the sides of the picture. You may also lose the most important part of your picture.
- Cropping software comes with your camera or can be done at Walmart, Target etc on their kiosk machines.

# Pictures right out of the camera are NEVER the right crop



4x5 crop

Important to not be confused by units in crop.

This picture is (4256 x 2832) pixels but can be printed any size in inches.

$4256/2832 = 1.503$   
That is the crop ratio to keep in mind

A ratio of 1.5 is just right for a 4x6 or 8x12 or 10x15 print. Pixels numbers don't matter.

# Crop of previous picture

- This is 4x5 and also 8x10 or a 16x20 print since the ratio is  $5/4 = 1.25$  for all these print sizes.



These two crops are exactly the same. Crop and print size are NOT the same thing.

# Landscape or Portrait cropping

4x5 Portrait



Both print on the same size piece of print paper

4x5 Landscape



# Printing continued

- After you crop put your pictures on a thumb drive or CD disk and take it to local print kiosk. Wal-Mart Walgreens, Target etc.
- Alternatively you can download your pictures to Wal-Mart or Sam's etc using the internet and pick up your photos later.
- This process is good enough for snapshots but not for your occasional really good picture you want to frame and hang.

# For better prints you need to...

- First use a higher quality printing service. MPIX.com and WhiteHousecc.com print
- Profiling your monitor is important for consistent good quality using your own printer or a web service
- The most frequent problem people have is their print come out too dark...This is because the monitor is too bright.
- After you profile your monitor you can get very good quality prints from the internet services...quite fast.

Monitor Calibration can not be done just with software. It requires a photometer. The seventy dollars spent will save you many more dollars than printing do-overs in the future.

Pantone Huey Pro \$70



Datacolor Syder3Express \$72



# Printing on your home printer

- Small at-home printers will probably disappoint you and be more expensive because the inks typically will dry up between uses and the cartridges in the long run are more expensive than the printer.
- Combo printer/fax/scanners will usually give you poor prints
- If you want the highest quality, a pigment ink (giclee) printer is the answer. To justify your decision you need to be printing 50 or more 8x10 inch prints (or larger) a year. With this volume a \$500-\$1000 printer is actually cheaper than a printing service.



Questions?