Digital Capture

- percentage of scanned artwork has dropped in recent years
- most photographers have full or partial digital workflow
- variety of quality in Digital Camera capture and file submission
  - RAW, DNG, TIFF or JPEG?
  - 16 bit or 8 bit
  - photographer's dilemma: retouch or pass it on?
- photographic prints as originals less common
- digital photography has altered the editing process
  - traditional film workflow meant the film was your guide; what now?

RAW files as the Digital Original

- Who should optimize the RAW file?
  - photographer
  - creative team
  - prep-press/ retoucher

- Tools for RAW editing

- The RAW file exists only on screen
  - is that screen calibrated?
  - are you seeing the same image on different monitors?

Retouching challenges

- are your retouchers working in a color accurate environment?
- retouchers need deep color management knowledge
- softproofing and collaboration workflows
- need to take advantages of hardware to increase speed and efficiency
  - desktop and screen tablets
- challenge to change workflow in for content creator and editor
- compositing images - color balance and perspective alignment
- digital artifacting and reparation techniques
- preserve metadata from photographer

Shift to RGB workflows

- external files from various sources come in different RGB containers:
    - Adobe 98 RGB (reference white D65, Gamma 2.2)
    - Pro Photo RGB (reference white D50, Gamma 1.8)
    - sRGB (reference white D65, Gamma 2.2)
- for consistency in final output, RGB Working Space should be defined
- output needs should be identified early in the process
- rendering intents and other factors determine the 'shape' of files
- edits in RGB are relative; edits in CMYK are absolute
- greater options for editing RGB files, but many retouchers and prepress pros were trained to think in CMYK and to 'trust the dot'.

Retouching as a bridge

- retouching needs to ask the right questions:
    - is a pre-visualization or test stage needed?
    - what type of original will be received, and what will be approved?
    - what is the output intent and do we have a profile to get us there?
    - what degree of sharpness and overall color balance?
    - what style of retouching fits this project? Scalpel or sandblaster?
    - do we have the needed supporting software and asset management?

Digital collaboration and editing

- Internal digital markup
  - reduces waste
  - increases accountability

- Client interaction
  - tools should have a short
    learning curve
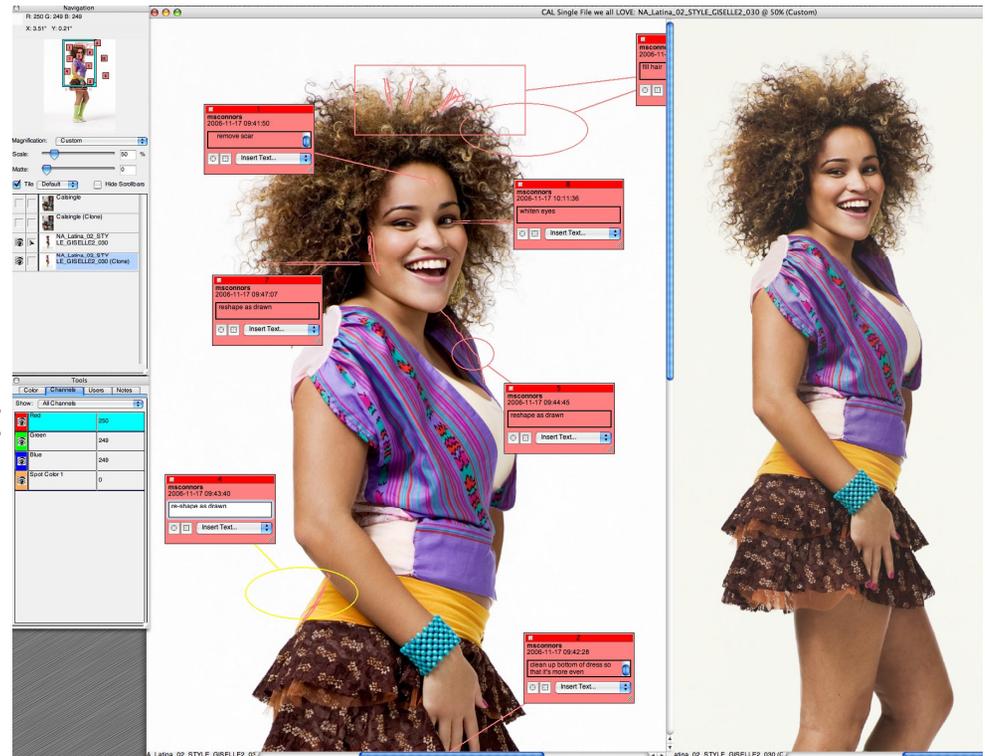
Conversion to CMYK

- Who bears the burden of supplying a final press-ready CMYK file?
  - Color management tools are more accessible now than ever
  - ask your printer or prepress provider
    - white point
    - paper grade
    - ink usage, spot colors
    - solid ink density

Retouching frontiers

• disciplines are blurring:

  • retouching

  • compositing

  • 3D rendering

  • illustration

Concept developed with client using supplied vector file for outline. 3-D model built to simulate wrought iron in Maya and Strata 3D CX. Final Render in Strata 3D CX.