

SOFT PROOFING WORKFLOWS

- Introduction/overview
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- Discussion/Questions



Soft Proofing - Briefly

- The act of reviewing files/images/pages on a computer display is generally referred to as “soft proofing”
- Soft proofing can be split into three (or more) categories
 - Content proofing
 - Color-accurate proofing
 - Press-side proofing



Soft Proofing Terms

Hard-Copy Proof

Any proof or image printed on paper or other substrate and “delivered” between proof creator and proof reviewer

- Inkjet
- Approval
- Press Proof!



Soft Proofing Terms

Contract Proof

Any proof used as a contract between a print buyer and a print provider to set final print expectations

- “Signed” by the buyer
- Usually Color-Accurate
- Usually a hard-copy proof today, but can be a soft proof if the right conditions are met (accurate and signable?)



Soft Proofing Terms

Remote proof

Any proof produced at a client's or other remote location

- File is worked on at one location, proof “output” at another location
- Can be hard-copy or soft proof
- Color-accurate or content-only



Soft Proofing Terms

Soft Proof

Any proof or image viewed on a computer display, regardless of color accuracy

- Emailing pdf files and viewing in Acrobat
- Viewing a page or image from within an asset management system
- Reviewing, marking up and approving a proof with a “content” soft proofing system

Soft Proofing Terms

Monitor Proof or Virtual Proof

A combination of REMOTE, SOFT and CONTRACT proofing.

- A **color-accurate** proof viewed on a computer display at a remote location
- A proof that provides markup tools for change requests
- A proof that provides a “digital signature” for approval and contractual purposes



Monitor or Virtual Proofing

Most Monitor Proofing solutions include these capabilities:

- Integrated monitor calibration with a measuring instrument, and target profile selection
- Fast high-resolution viewing and navigating without the huge file – pixel streaming
- Markup tools with annotations, identifying each reviewer by login
- Digital sign-off to signify approval → contract
- One proof – many reviewers
- Automated email notification
- Color viewing validation to ensure calibration state of reviewer's display



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Most Monitor Proofing implementations include these components:

- Monitor proofing software (commercial or home-grown)
- ICC profiles of target printing conditions
- Viewing workstation (Mac or Windows)
- Approved LCD display (Eizo, Apple, NEC...)
- Calibration instrument
- Appropriate viewing environment – neutral painted room with no windows is ideal, but not required with LCDs
- 5000k viewing booth for comparing hard copy proof to monitor proof
- Willing participants!



Press-Side Proofing

- Monitor or Virtual Proofing can be used in every stage of the print production process, even as far as... at the press



- Computer and calibrated display(s) mounted at or near press
- Proofing system displays imposed sheet at 100% size on one or more displays for easy opening, reviewing and comparing to actual press sheet
- Images from various sources shown in a common color space

Why Soft Proof?

- Speed up proofing process with distant proof reviewers
 - No waiting for delivery – either across town or overnight
 - Faster Time To Market
- Extend production deadlines by eliminating shipping time
- Increase productivity by enabling all reviewers to see the same proof and its markups and approvals at the same time
- More stable and consistent – soft proofs don't fade
- Eliminate the last analog step in your all-digital workflow (paper, ink, Sharpie and the Fedex truck are all analog)
- Reduce paper and ink usage, help the environment

