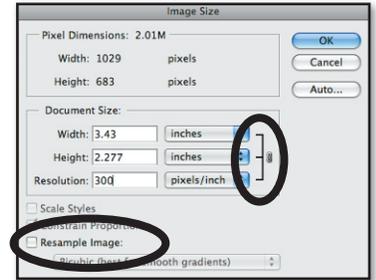


STEP ONE – CHANGE TO CMYK

When you first open an image, choose *Image* ⇒ *Mode* ⇒ *CMYK*. This is the color space that a newspaper uses to print color images in the paper. Any other color space will result in poorly reproduced images.

STEP TWO – CHECK THE RESOLUTION

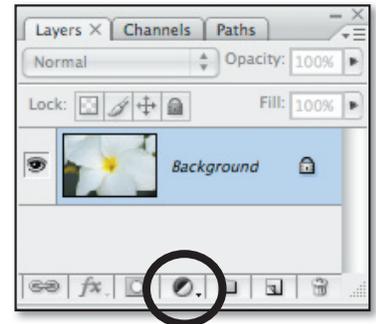
Choose *Image* ⇒ *Image Size*. The target resolution that we need is 300 pixels/inch. We can't just type in 300 and click OK. This will result in damaging pixels and possibly a blurred image. If the image is from a digital camera, depending on the camera settings, chances are that it may be 72 pixels/inch. This is a low res file and will not print properly. There is an easy fix to this though. Make sure that *Resample Image* is **UNCHECKED**. This will lock all three fields together as seen in the diagram. In the *Resolution* field, choose 300. You will notice that the Width and the Height change accordingly. This is the maximum size that you will be able to use the image. Click OK.



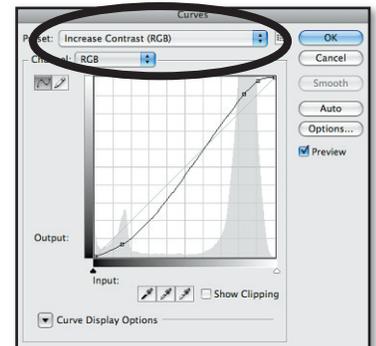
NOTE: If the image is being scanned on a flat bed scanner, be sure in the scanning software to choose 300 dpi. This will ensure that the scanner captures enough information so it will print properly.

STEP THREE – USE THE POWER OF THE S CURVE

In the Layer's palette click on the half black and half white circle at the bottom of the palette. Choose *Curves* from the drop down list. These options are special, they are called *Adjustment Layers*. These give you the power to save your edits.

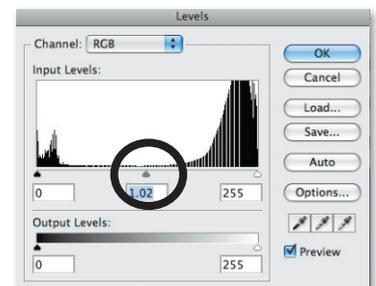


The following window appears. In the Curves window, at the top where it says *Preset:*, choose *Increase Contrast* from the drop down list. This will automatically give the curve an S shape. This will help get rid of any "muddiness" in the image. Depending on the image, you may have to move the points slightly to get the look you are going for. You do this by clicking and dragging the black points on the curve. Try and keep the S shape as much as possible. When you are finished making your edits, click OK. This will add an adjustment layer in the Layer's palette called Curves.



STEP FOUR – LIGHTEN THE MIDTONES

When preparing images for the newspaper it is better to lean towards a lighter image than a darker image. The paper acts like a sponge when the ink hits it and can sometimes over saturate the area with ink, making the image darker. This is why some images need a bit of lightening all over. Again, in the bottom of the Layers palette, choose the half black and half white circle and choose *Levels* from the drop down list. In the Levels window there are three triangles under the graph. We want to move the *gray* triangle to the *left* to lighten the image. When you are finished making your edits click OK. This will add an adjustment layer in the Layer's palette called Levels.



Continued...

Ps

tips for **Photoshop** **newspaper** **color reproduction**

Scott Toner

Technical Relations Manager

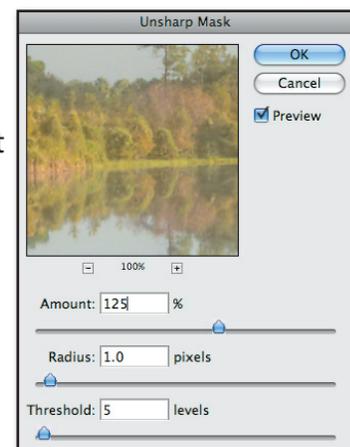
Cell: 941.769.4260

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STEP FIVE – SHARPEN

Sharpening an image is usually the last stop before saving the file. First, be sure to click on the **background layer**. Also, zoom in so that you are viewing the image at 100%. If you are not at 100%, you will not see the full effect of the sharpening. It tells you what percentage you are viewing the document in the lower left corner of the document window. Next, choose **Filter** ⇒ **Sharpen** ⇒ **Unsharp Mask**. We realize that it says Unsharp Mask, but it does actually sharpen. These settings stay the same no matter what the image, **Radius: 1.0** and **Threshold: 5**. The Amount varies depending on the image. The Amount could be between 100% – 200%. It is better to over sharpen just a bit as we explained earlier about how the paper reacts to ink. If the images are a little to sharp, when they are printed, they will reproduce as you would expect. If you sharpen to much you will see “halos” appear around objects. These will look like glowing lines around objects. If these appear, just move the Amount back until they disappear. After you are happy with your edits, click OK.



What Unsharp Mask won't sharpen: If the image is blurry to begin with such as a image that was taken with a digital camera. If the image is out of focus in the camera to begin with, Unsharp Mask will not be able to make it usable. This is why it is important when the images are being taken that the photographer checks the back of the camera to make sure that they are in focus.

STEP SIX – SAVING THE FILES

When saving your file, you want to save it in two formats. When saving, we recommend using the **Save As** command as this will allow you to make sure that the correct format is chosen and you can make sure you know where it's going. The first format you want to choose is the Photoshop format. Remember all of those adjustment layers from steps three and four? Saving in the Photoshop format will save all of those layers and the settings that you choose. Later, if you wanted to refer back to that file to see what you did, you will be able to open it and see how you corrected it.

The second format is the TIFF format. After you save your Photoshop file you want to choose **Layer** ⇒ **Flatten Image**. This will combine all of the layers in the Layer's palette into one. Choose **File** ⇒ **Save As**. In the Format drop down box choose **TIFF**.

CONGRATULATIONS!

At this point your file is ready for use in your layout program.

A NOTE ABOUT LAYOUT PROGRAMS...

The two industry standard programs for layout is InDesign and QuarkXpress. When you are laying out your project you will use the **Place** command. This will allow you to import your image. After your image is imported into the layout document, be sure **not to stretch your image bigger than when it came in**. If this happens, it will reduce the resolution that you changed in step two.

If you are supplying a PDF file, make sure that your **Sampling** and **Compression** are set to **off**. Also, make sure that **Image Quality** is set to **Maximum**. This will insure that the highest quality images will be sent to your print provider.