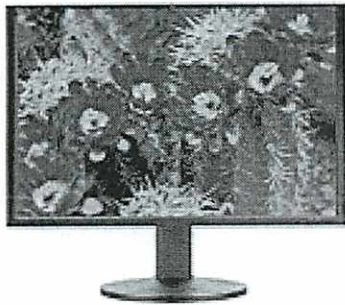


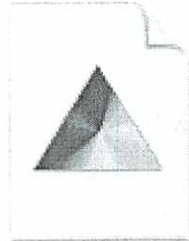
Learn Much More – Download the Inkjet Intelligence eBook

Go to [www.redriverpaper.com/clubs](http://www.redriverpaper.com/clubs) for the eBook and special offers

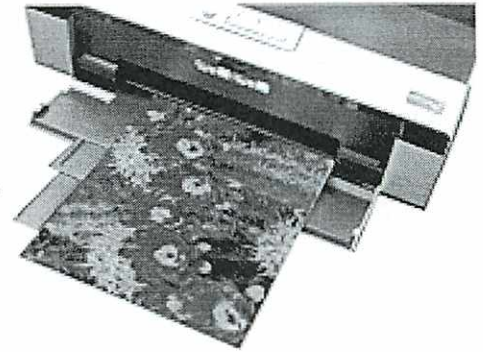
Profiles are data files that describe the way a particular device (camera, monitor, printer) reproduces color. You can think of profiles as “color translators” that explain how to reproduce color from one device like Photoshop to another like your inkjet printer.



Great Image



ICC Profile  
“Color translator”



Predictable and  
great quality prints

You will use three distinctive types of profiles every day in your digital darkroom workflow.

1. **Input Profile (Camera and editing software)** An example is the profile used by your editing software. We call it the Working Space.
2. **Display Profile (Your monitor’s profile)** – A display profile tells your monitor how to accurately reproduce the colors of your image. Never use a monitor profile in Photoshop or during the printing process.
3. **Printer Profile (Also called Output Profile)**  
A printer profile is **specific** to a printer, paper, and ink combination. It provides photo software with the range of colors that a printer, paper, and ink can reproduce. Using a paper profile will yield more consistent results that are accurate to your image file.

#### Where You Get Printer Profiles

Most inkjet paper companies will provide profiles for their papers. You'll download these profiles from the paper company's website (ex. [www.redriverpaper.com/profiles](http://www.redriverpaper.com/profiles)). You can also have them created for you by an independent specialist such as Chromix [www.chromix.com](http://www.chromix.com). Finally, you can make the profiles yourself using specialized hardware and software from Datacolor or XRIte.

#### What Happens Once You Download These Profiles?

The first step is to “install” the profiles. Keep in mind profiles are not programs. They are just small data files. You will not “run” these files - only put them in specific locations on your hard drive. Go to [www.redriverpaper.com/installprofiles](http://www.redriverpaper.com/installprofiles) for step-by-step instructions.

#### Profiles Installed – Now How Do I Use Them?

You'll call on printer profiles from the print dialog of your photo editing software. You'll perform two steps when using printer profiles:

- 1) Tell your photo software that it is in-charge of color management and then select the printer profile
- 2) Turn your printer's color management system off and choose the right media setting

It's really that simple. For details and step-by-step instructions go to [www.redriverpaper.com/useprofiles](http://www.redriverpaper.com/useprofiles)

## Matching Your Monitor to Your Print

There are two truths which will help when evaluating your prints.

Print Matching Truth #1 – The default brightness setting of your monitor is likely too high. This means it displays images brighter than they really are as defined by the file. Put bluntly, your monitor is lying to you! When you make a print, it will often look too dark when compared to the monitor.

Print Matching Truth #2 – With each step in the digital photography process you will lose some quality. From camera, to photo software, to printed image you should expect some loss in clarity and saturation. You should not expect ink on paper to completely reproduce the depth and color saturation originally captured by your digital camera or displayed on your monitor.

## Calibrate Your Monitor

You will need hardware and software from Datacolor or XRIte to build an ICC profile for your monitor. It is a simple process where you'll set your monitor's brightness, contrast, and make measurements that will build a custom profile.

Tip: Run the profiling software in advanced mode for the most control and best results. When prompted by the software, set your White Point to D65 and Gamma to 2.2.

## Prep Your Files for Output

Keeping Truth #2 in mind, you can make corrections to your image file that compensate for fidelity loss from capture to print. Two quick adjustments before printing will go a long way to achieving better prints. We cover these in detail in the eBook. Here is a quick summary:

The ideal method starts with soft proofing in Photoshop or Lightroom (via a plugin). Even if you do not soft proof try this:

- 1) Add mid-tone contrast – In the curves adjustment panel choose the Increase Contrast preset or make your own "S-Curve" that adds contrast in the middle tones. This compensates for loss of contrast during printing.
- 2) Sharpen for print – This is different than sharpening for the screen. There are many sharpening techniques, but the Unsharp Mask tool in Photoshop is a great choice. When you're readying a file for print, remember that any corrections you make are partially lost down the line (see Truth #2 above). With that in mind, sharpen the file until it no longer looks good. Now back off about 10% and leave it. This will translate into prints that are amazingly sharp and eye catching.

## Media Matters

This may seem obvious, but your choice of inkjet paper makes a big impact on the look of your print. It is important to know that different types of inkjet paper exist, and that the surface look and texture are important factors to consider. The type of photography you are printing can also be used when deciding what type of paper to purchase.

## Control Your Editing and Print Evaluation Environment

The ideal "digital darkroom" has no outside light sources. Do your best to minimize the impact of light from windows and other rooms. Keep light sources in your room out of your field of view and as close to daylight balanced as possible. When you view a print, do so under balanced light and controlled conditions. A SoLux lamp with a 4700k bulb is an excellent choice. Otherwise find a spot with shaded sunlight. Evaluating prints in an under illuminated room will skew your perception!

## Maintain Your Inkjet Printer

Regularly maintaining your printer will go a long way in getting better prints.

- Run a nozzle check if you have not printed in a week or more. [www.redriverpaper.com/nozzle](http://www.redriverpaper.com/nozzle) for help.
- If print quality suddenly drops at any point, run a nozzle check.
- Clean your printer's feed mechanism after every box of paper. Red River offers cleaning sheets as well as DIY cleaning instructions. More tips on printer maintenance and paper feed at [www.redriverpaper.com/feed](http://www.redriverpaper.com/feed)