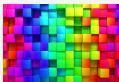


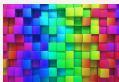
Building a better print file: page 4

SCAN & IMAGE CONVERSION

Scanners and digital cameras generally create images using RGB (colors of light). All files and scans must be converted to CMYK in order to obtain a quality output. (RGB is used only in web design) If your files have a mixture of RGB, CMYK and PMS you may find you have irregular elements appear when you save your finished file for output. RGB may not convert well on press leaving you with a dull and disappointing finished product. When you convert your own files, before sending them to press, you have better control over the file color conversion.



RGB to CMYK
Conversion
Color Adjusted
in photoshop



RGB to CMYK
Conversion
on press

☹️ eewww
disappointing

Next Month-
Bleed, Trim
& Live Area