

**NEW**

# Practical Colour Management for Designers

*Learn how to assess and colour correct your images in a colour managed workflow*

***A one day hands-on course aimed at Book Designers***

**Delivered by Al Richardson**

This course will give you a thorough understanding of the benefits of using Colour Management (CM) in your workflow. Starting with the basics and going beyond theory to practical application, we will show you how CM equates to better print quality and gives you more control throughout the book production process.

The course will help you understand the limitations of CMYK printing gamuts, what the standards are and how you can remove the unexpected and produce consistent predictable colour. You will learn all the essentials you need to use colour profiles to achieve consistent and good print results.

The second half of the day will be spent on image assessment and correction. Training you to recognise typical flaws in images and teaching you various ways of fixing and improving images for print.

This is a very practical hands-on day which will build your skills and confidence for dealing with print colour.

- **Colour perception** – how the eyes see & the brain interprets colour • elements that affect colour perception • viewing conditions • assumptions • describing colour • removing subjectivity
- **Colour standards** - why we need colour standards • understand how using standards and CM can increase your control and help manage expectations throughout the book process
- **Colour profiles** – what they are and why you need them • see how they work in the workflow, where the software is using them and how you can control which ones it uses • see how profiles can affect images • RGB to CMYK conversions • colour gamuts
- **LAB colour** – learn what LAB is, how it is used on your desktop software, and when you might use it.
- **FOGRA profiles** – understand when to use which FOGRA numbers – e.g. coated 39, uncoated 47, gloss laminated 50 • also see how using different versions of Fogra 39 might give improved results
- **Proofing** – importance of colour profiles in proofing • understanding the process from screen to ink-jet to press.
- **Calibration** – how, why and how often to calibrate your monitor • consistency • ideal vs. practical time/benefit • different types of calibration • lighting conditions • gamut capabilities
- **Colour Settings** – how to set them up quickly and easily for best print results • detailed handouts
- **Image importing** - what to click and why • import options explained with screen-shots and handouts
- **Image assessment** – learn the basics of image assessment • identifying casts, checking sharpness, contrast & brightness • seeing how histograms and numbers can help with this assessment
- **Image correction** – learn how to improve images for print and how to optimise them for different paper types • improving contrast and saturation – Curves & Levels • different ways of removing colour casts • increasing sharpness through unsharp masking and high-pass sharpening • seeing how different or even odd correct files for print can look on screen
- **Scripting & actions** - speeding up correction processes for batches of consistent images.

Time: 9.30am - 5.15pm

Venue : Central London training rooms

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