

Giclée

(Digital Fine–Art Reproduction)

What is it and how is it done?

The Objective



**Original
Artwork**

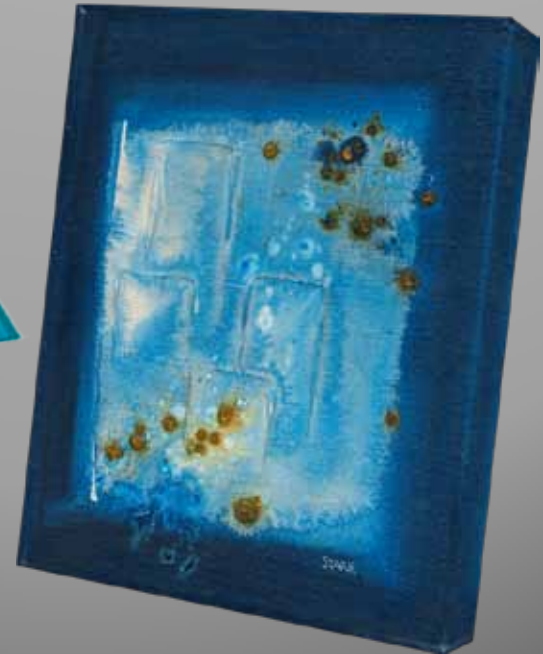
Inkjet printing technology plus proper techniques, equipment and materials.



Benefits for Artists

- Most accurate reproduction technology available
- Can be produced on demand
- Does not require large runs
- No need for large inventory
- Very low up-front costs
- Opens up new markets
- More profitable \$\$

"Giclée"



Faithful Reproduction

- **Accurate colour**
- **Accurate detail**
- **Archival quality**
- **Highly saleable**

The Principal Steps



The Capture Step



PRODUCES A HIGH-RESOLUTION, WIDE-RANGE DIGITAL FILE

- Needs uniform quality lighting
- Needs LOTS OF PIXELS
 - ideally 300 pixels per inch of original
- Needs wide dynamic range (darks to lights)
- Colour accuracy and number of pixels are primary issues

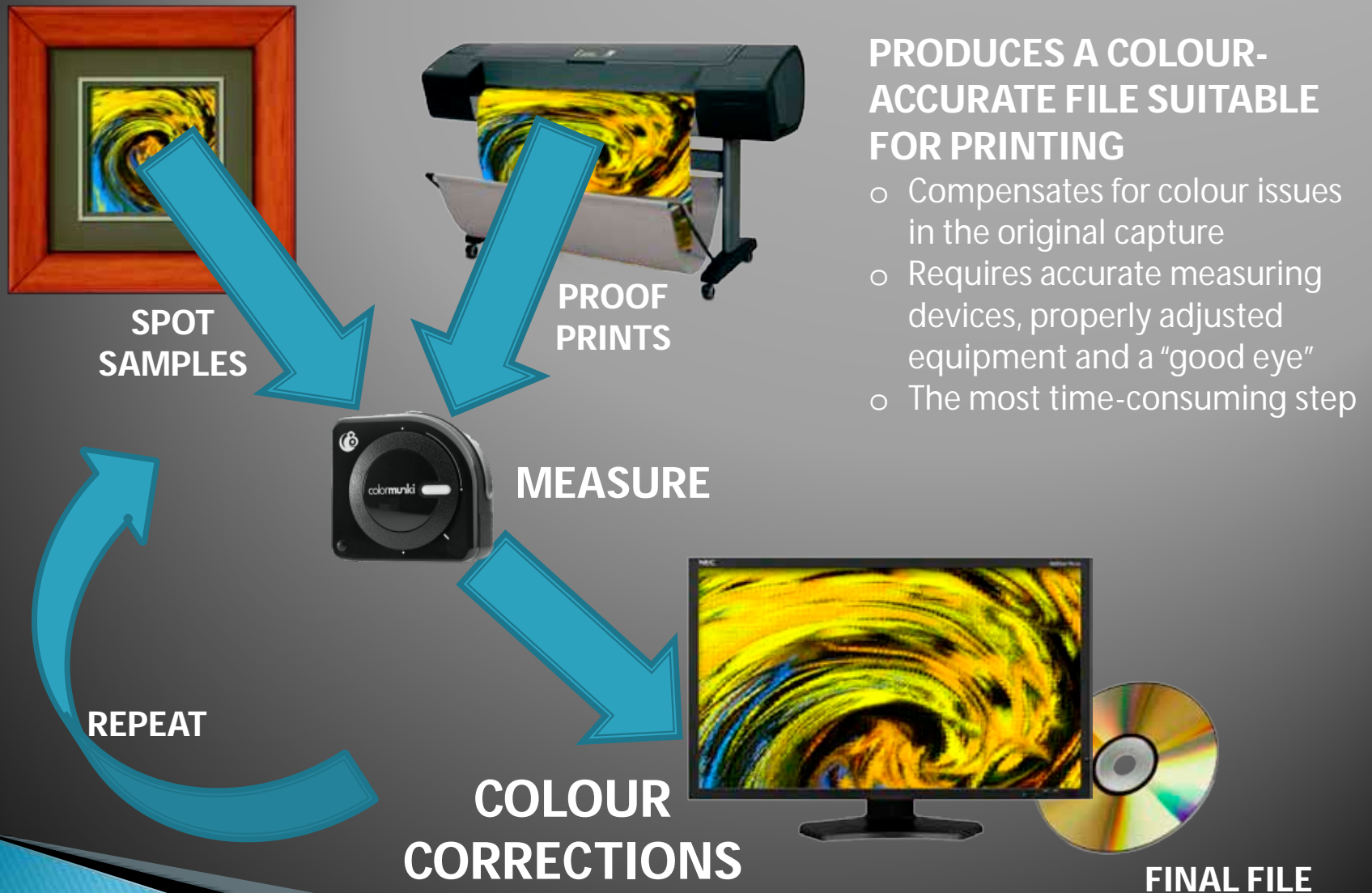


TYPICAL 36" x 24" PAINTING REQUIRES

77.8 megapixels

Much greater than a typical digital camera can capture in a single shot.

The Colour Correction Step



The Print Step



PRODUCES OUTPUT ON CANVAS OR FINE-ART PAPER

- Will add "mirror" borders for gallery wraps, etc.
- Needs wide-gamut archival-quality inks and media
- Needs accurate profiling of printer, paper and ink combination
- Needs WIDTH
 - Most artists want original size or larger!
 - Cannot be printed on standard desktop printers

WE USE 12 INKS

- Red
- Green
- Blue
- Light Cyan
- Magenta
- Light Magenta
- Yellow
- Gray
- Light Gray
- Matte Black
- Photo Black
- Gloss Enhancer

The Post-Print Steps

WHAT'S LEFT?

- Protective Coating/Lamination
 - ✓ Mandatory for canvas
 - ✓ Stretcher bars are coated too!
- Trimming
- Stretching
- Hanging hardware

GOOD TO GO!



Tools & Materials Used

} Software

- Photoshop CS5 Extended
 - <http://www.adobe.com/>
- VueScan Pro
 - <http://www.hamrick.com/>
- Qimage Studio Edition
 - <http://www.ddisoftware.com/>

} Digital Capture

- Epson Perfection V750-M Pro
 - Up to 6400 spi for slides/negatives
- Epson Expression 10000XL Photo
 - Up to 1152.6 megapixels/scan
- Canon 20D and Canon EF 70-200mm f/2.8 L IS USM
 - 98 CRI broadband daylight fluorescent lights
- Commercial and custom-made profiling targets

} Colour Correction

- X-Rite ColorMunki Spectrophotometer
 - <http://www.colormunki.com/>

} Printer, Ink

- HP Designjet Z3100 Photo printer
- HP 70 Vivera inks
 - <http://www.hp.com/go/designjet/>

} Canvas

- Breathing Color Lyve
 - <http://www.breathingcolor.com/>

} Mounting

- Upper Canada Stretchers framing bars
 - <http://www.ucsart.com/>
- Bearwoods Supplies hanging hardware
 - <http://www.woodparts.com/>

Contact Info

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