

## The Colour of Art 14 April 2009

### Digital Imaging and Reproduction of Artworks

Successful reproduction of artworks can be achieved with a good master file and sound workflow management. Understanding the process can save time and money, particularly for organisations involved in substantial digitisation programmes.

This course is for professionals working in museums, galleries and picture libraries and deals with the specific issues relating to digital copies of artworks. We focus on the need for accurate RGB production masters, but also address the needs of reproduction and image sales when the image supply is less than ideal. Can you tell what colour the image should be? What are the clues? How can you improve the quality of your image supply and use your resources wisely?

#### Topics

- Standards for photography of artworks
- The Production Master as the basis for image management
- Understanding colour and colour management in artwork reproduction
- Checking colour - use of colour and grayscale strips
- Corrections and when they are appropriate

**Date:** 14 April

**Trainer:** Graeme Cookson

**Cost:** £345 + VAT (£325 BAPLA members)

**Time:** 9.30 – 5.00

**Type of course:** HANDS ON using examples in Photoshop

**Duration:** One day

**Venue:** Farringdon, London EC1

**Maximum no:** 8

**Suitable for:** People handling and managing images in museums, art galleries and picture libraries, including picture sales, technical and publishing staff.

**Experience required:** Computer literate. Familiarity with Photoshop is helpful but not essential.

#### TRAINER

Graeme Cookson has been training image professionals for ten years and, together with Electric Lane Director Sarah Saunders, is involved in digital standards setting at international level. Electric Lane has contributed to digital guidelines and standards for BAPLA, Pic4Press, IPTC and UPDIG and is currently working with UPDIG and ImageMuse on art reproduction guidelines. Graeme Cookson is a photographer, digital expert and trainer and has photographed artworks in the UK and Europe.

#### Find out more.....

Go to our web site at [www.electriclane.co.uk](http://www.electriclane.co.uk) or email [sarah@electriclane.co.uk](mailto:sarah@electriclane.co.uk)

BOOKINGS at Xchange Training **0845 363 1130**

*Electric Lane is a Skillset approved training provider*



### **Photography and display of art images**

- Standard lighting conditions for photography
- Display conditions for works of art
- Black and white point
- Use of colour strips and grey scales – what do they tell us about the image?
- What does the histogram tell us ?
- Who decides on colour?

### **The Production Master**

- Difference between production master and archival master
- Digital Standards for production masters
- Creating a colour balanced master file

### **Colour management**

- How to achieve consistent colour
- RGB Adobe 1998 and sRGB and their uses
- Equipment calibration and viewing conditions
- Results of incorrect colour space
- Online image display
- Assigning and converting colour space

### **Assessing and Correcting Images**

- Image processing and correction
- Retaining shadow detail
- Identifying colour cast
- Good and bad practice
- Identifying faults

### **Image reproduction in print**

- CMYK previews
- Standards in CMYK conversion
- What factors affect quality?

