

Quality Printing for Maximum Impact

Who are you printing for?

- Judges/light box
- Yourself
- Viewers

Why did you take the image? (A. "I saw a Blue Ribbon!" - is not sufficient!)

What did you see?

What moved you?

As you selected the image for printing..... Why did you choose it.

What did you see.....?

What did you feel?

The answers to these questions should guide you in how you make the print.

The parts to be emphasized

The tone to carry the message

The contrast to be viewable..., at distance

You want to make a print that **the viewer will feel what YOU want THEM to feel,**

That the viewer will see what you saw – subjectively

How the viewer responds may NOT be the same as your response, but

The print should give this opportunity

Selecting images

Look for:

- Impact
- Simplicity
- Study other images to learn what a winning image is. Look at the winning images in the club. Study magazines and photography books. Be aware of how your eye travels through the image – what it's drawn to, what it overlooks, what it keeps returning to.
- Composition – the eye moves between the primary and secondary subject. Creating eye movement creates interest and holds the viewer's attention longer.

Subject choices for impact

- Know what a good print is – review books, photo magazines, competitions

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Contrast improves impact

- Color contrast
- Monochrome contrast (live with the print for awhile; sneak up on contrast because the more you have the harder it is to dial it back)

Optimizing image by “clarifying the subject” (what turned you on about the image?)

Leading viewer to the subject by:

- Dodging and burning
- Variable contrast

Cropping

Presentation

From “blah” to “wow” (color or monochrome)

- Blacks in ACR
- Levels/Curves
- Clarity/Unsharp Mask

Don't limit your options/capability - Shoot in RAW

Rule 1

To get good at making good prints -- MAKE PRINTS
Ask questions / bring samples

Rule 1

Photoshop and excellent printmaking skills, will not recover a poor image

Rule 1

KNOW Your Tools -

Possibilities / Limitations / Opportunities

Play with Photoshop

Test images / test functions / Explore

Know your way around

Know your Equipment

Camera / computer / file system / Workflow / Printer

Inks -- Paper combinations