

Imaging Q and A

Why use sRGB?

sRGB is the most common colour space for photographic printers and therefore working with a larger colour space does not offer any advantage and often can lead to producing a inferior print.

8-Bit or 16-Bit?

From a purely theoretical standpoint editing in 16-bit space is better than 8-bit space. A higher bit depth means you have finer steps to adjust, however, from a practical standpoint, there is no difference. This is due to the fact that photographic and commercial printing equipment is calibrated and optimized for 8-bits per channel.

Will I lose quality by sending a JPEG over a Tiff?

The JPEG compression format is a very efficient, lossy image compression algorithm designed specifically for saving photographic images. It takes advantage of how humans see colour versus brightness to only save information needed to reproduce the image for people to view. Image data is lost during compression, but at high levels of quality you will not see a difference between a JPEG and a TIFF printed to photographic paper. JPEG compression is perfect for sending files to the lab.

How should I set up my working environment?

Your work environment influences how you see colour on your monitor and on printed output. For best results you should:-

View your documents in an environment that provides a consistent light level and colour temperature. For example, the colour characteristics of sunlight change throughout the day and affect the way colours appear on your screen.

The amount of lighting is important as well. You should create an environment that is neither too dark, nor too bright. Rather, work in an environment that would be comfortable for reading a book.

View your document in a room with neutral decor. A room's colour can affect the perception of both monitor and printed material. The best colour for a viewing room is neutral gray.

Remove colourful background patterns on your monitor desktop. Busy or bright patterns surrounding a document interfere with accurate colour perception. Set your desktop to display neutral gray's only.

What are the differences between the Rendering Intents?

Perceptual (recommended)

Perceptual rendering is intended to preserve the visual relationship between colours so that they are perceived to be as natural to the human eye as possible, even though the colour values themselves may change.

Relative Colorimetric

Relative Colorimetric rendering compares the extreme highlights of the source colour space to that of the destination colour space and shifts all colours accordingly.

Saturation

Saturation rendering is intended to produce vivid colours in an image at the expense of colour accuracy.

Absolute Colorimetric

Absolute Colorimetric intent will leave the colours that fall inside the destination gamut unchanged, whereas the out-of-gamut colours are removed.