

## Neutral:

Newspaper presses use Cyan, Magenta, Yellow and Black inks to create full color. The inks have a certain amount of contamination, which affects how colors are reproduced. There is a basic principle that needs to be remembered when working on color: to achieve a neutral white, gray or black you need equal amounts of Magenta and Yellow, with a higher amount of Cyan.

- White = 3% Cyan, 2% Magenta and 2% Yellow.
- Black = 69% Cyan, 58% Magenta, 58% Yellow and 90% Black.

## Scanning:

- Scan the photo as RGB.
- Scan the photo the size you need, or a bit larger. Never enlarge your scan in Photoshop.
- Scan photo with a 200 resolution. Anything less may produce a low quality scan.

## Color Correcting in Photoshop:

•Set a White point and a Black point while the photo is RGB. You can use Levels or Curves. Setting good W/B points is the most crucial part of doing color. Always set the White point first.

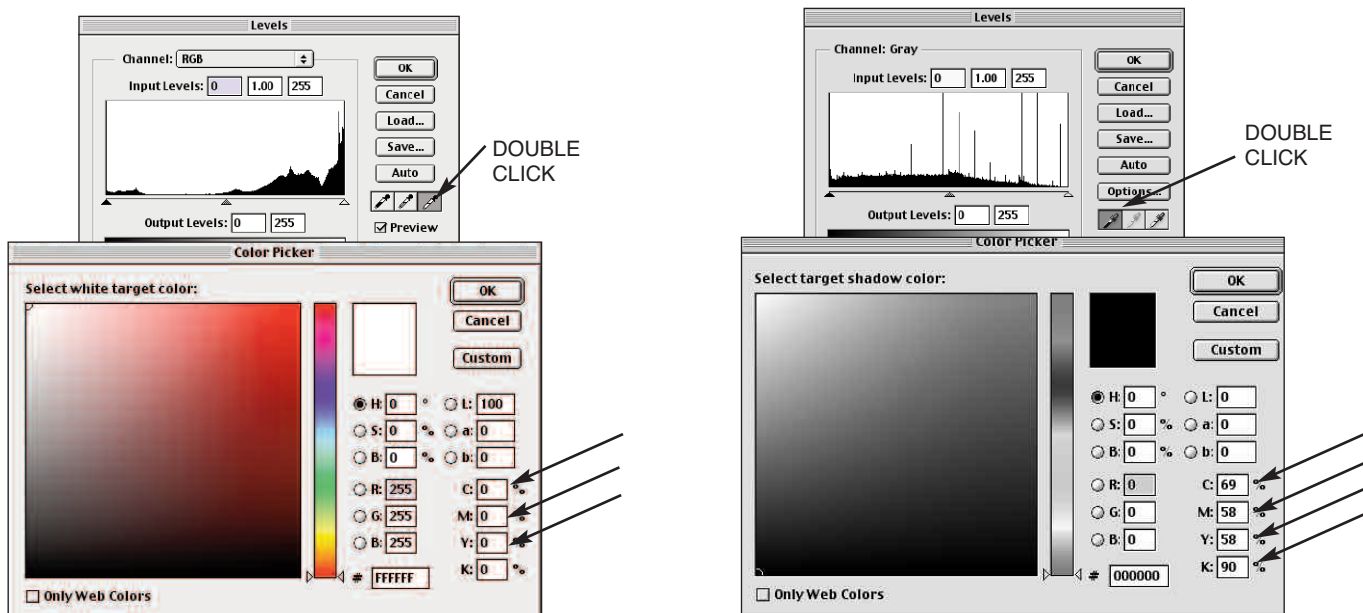
•**White point:** Open Levels or Curves and double click on the white eyedropper. Enter percentages you want for C, M and Y. The K should always be 0. Click "OK". Then click on a highlight area in the photo. If you do not like where you clicked, undo it with apple, Z and try again. Wherever you set the White point will adjust to percentages you have preset. The darker the spot you set the White point on, the more blown out the highlights will be.

•If you want the highlight dot to print, enter 3C, 2M and 2Y. If you want more of a dot to print, enter higher numbers. Remember to assign percentages keeping the Neutral rule in mind.

•If you want the white blown out, enter 0 for C, M, Y and K.

•If you want to remove an unwanted cast, set your White point where the cast color is heavier.

•**Black Point:** Open Levels or Curves and double click on the black eyedropper. Enter the correct percentages: 69C, 58M, 58Y and 90K. Do not alter these percentages. Make sure the "H", "S" and "B" are all 0. Click "OK". Click on a shadow area in the photo. Look for any area with the highest "K" you can find. If you do not like where you clicked, undo it with apple, Z and try again.

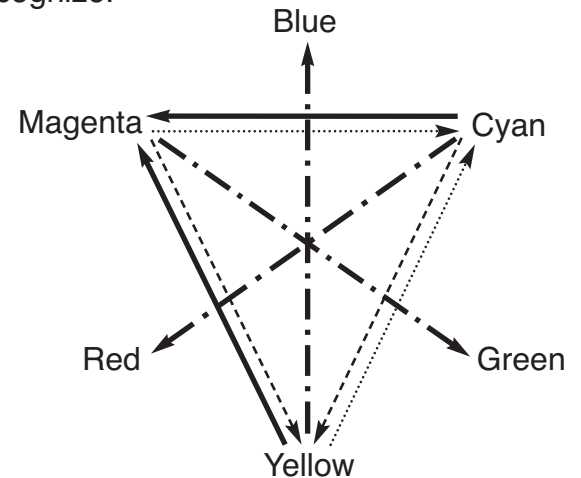


•**Convert color to CMYK.**

•**Adjust colors using “Selective Color”:** Image → Adjust → Selective Color.

•Get the “memory” colors right. People know what color Badger Red is or Packer Green. Try to get the colors right that you know people will recognize.

•”Clean up” all the colors. That means removing some of the color(s) that will neutralize or darken the existing color. The graphic on the right shows what color(s) you need to add to another color, to start to darken it. The arrow(s) point to the color that will darken. (IE: Cyan and Yellow added to Magenta will darken it. Yellow added to Blue will darken it.) So to clean up the colors, you would need to follow the arrow(s) backwards. (IE: Cyan removed from Red will clean the Red up. Yellow and Cyan removed from Magenta will clean the Magenta up.)



•Never add or subtract black to adjust a color.

•Flesh tones: A basic formula for a caucasian flesh tone is:

•Almost equal amounts of Magenta and Yellow, with more Yellow than Magenta. The cyan should be 1/4 to 1/3 of the Magenta or Yellow. IE: 10C, 30M and 35Y.

•If the flesh tone is for a Black person, add more cyan. If the flesh tone is for an Asian person, add more yellow. If the person is doing something athletic or if they are outside on a cold day, the Magenta would probably be higher than the Yellow.

•**Sharpen the photo using Unsharp Masking:** Filter → Sharpen → Unsharp Masking.

•Always sharpen when the photo is at a 50% or 100% view.

•These are good numbers to start with: Amount = 100, Radius = .8-1.0, Threshold = 1.

•Increasing the Amount number will bring out textures. Increasing the Radius number will make highlights and straight lines pop. Increasing the Threshold number will soften excessive noise. Running both your Amount and Threshold numbers high means they are working against each other.

•You have sharpened too much if: you get a white “halo” around everything or straight lines start breaking up.

•If the photo has a lot of noise or is very grainy, up your Threshold number and lower the Amount number.