

FINAO'S GUIDE TO STYLE

or, everything I ever wanted to know about creating Finao products but was afraid to ask...

HOW TO MANAGE THAT COLOR



COLOR MANAGEMENT

Are you confused or upset about the thought of having to worry about a color managed work flow? Are you throwing money out the window and letting your lab color correct your work? Let me help you out!

My name is Harold and I'm the in-house photography expert here at Finao and the Director of Photographer Therapy. It's easy to get good color and it doesn't need to cost you an arm and a leg. Let's start off with the simple things you need to get good color results in your prints.

- Harold Jankowiak
Director of Photographer Therapy

YOU WILL NEED:

1. A Good Monitor



You may get good color off a cheap monitor but the chances are slim, so spend some cash and buy yourself a decent monitor. Take the time and do some research and look for monitors meant for photographers and design professionals.

NOTE: Most laptop monitors can't be calibrated enough to give you accurate colors, even those high end Mac Book Pro's like I use. I have an external monitor I plug into my laptop for all color critical work.

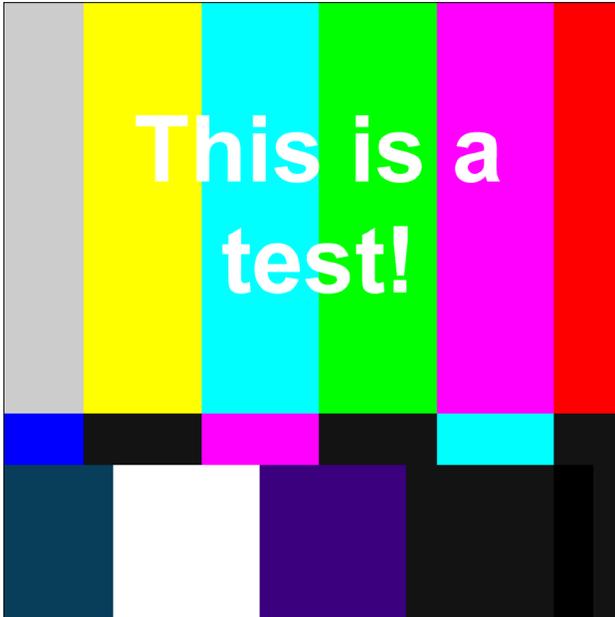
2. A Calibration Device



The calibration software and settings built into your computer are not worth even mentioning other than to tell you not to use them. You need to buy a good color calibration device. Go online (or to your preferred vendor) and search for "Display Calibration" for a list of devices.

Working without calibrating your monitor is like trying to paint a copy of the Mona Lisa while blind folded. Your results are likely to cause everyone's eyes to hurt.

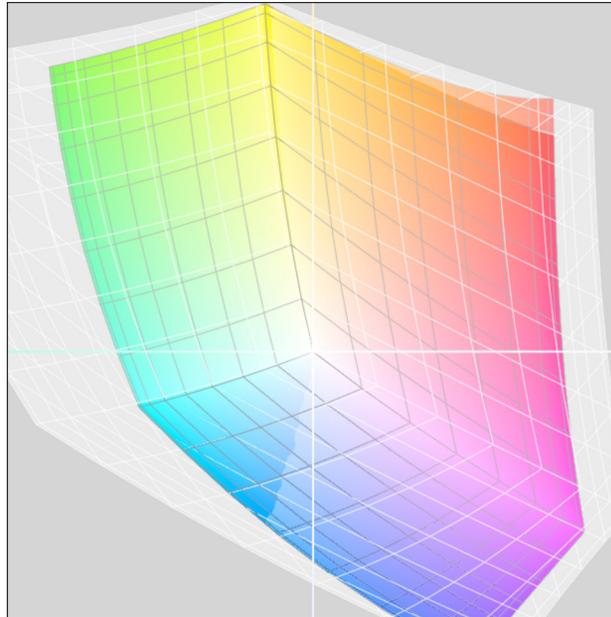
3. Order Test Prints



Once you have a good monitor and you are calibrated, then you can order test prints. Check the color of your test prints against what you see on your monitor. You should have a pretty close match.

If so, you are now ready to order albums and boxes!
If your test prints *do not* match, *do not* pass go!
Do not collect \$200! Check your setting and try calibrating your monitor again. Something as simple as drawing the shades in the room can make all the difference.

4. ICC Profiles (optional)



You do not *need* an ICC Profile. You can use an ICC profile if you wish and we do have them available to you, but realize they are not needed and we do not offer support in their use.

We do not use them for printing any of our own sample books and our customer service reps cannot help you learn how to use them, install them or troubleshoot any other issues regarding profiles. If you insist on torturing yourself, however, you may use the ICC profiles included in this kit.*

*These profiles work with Finao standard lustre printing or silk & canvas offerings from Seldex only. They will not work for other forms of printing. Please make sure you are using the correct profile.

