

Print and Print Packages – With Mike McCarthy

# ADOBE PHOTOSHOP LIGHTROOM 3

*mccarthy* | photographic  
SPORTS · WEDDINGS · EVENTS

# Printing with Lightroom

*"Negatives are the notebooks, the jottings, the false starts. A proper print... is the completed photograph."*

- Eugene Smith  
WWII Photographer

# Printing with Lightroom

- Lightroom offers much more than simply being able to print your images
- You can create custom page layouts
- You can create custom print packages
- You can print to JPEG image for sharing or eventual uploading to a lab service
- By selecting multiple images you can even batch process your workflow

# Why Lightroom?

- Lightroom has all the same capabilities as Photoshop in a more intuitive package
  - Colour management
  - Live Print Preview
  - Print Multiple Images
  - Presets for both Layouts and Processing
  - Plus all the simple controls you expect from Lightroom

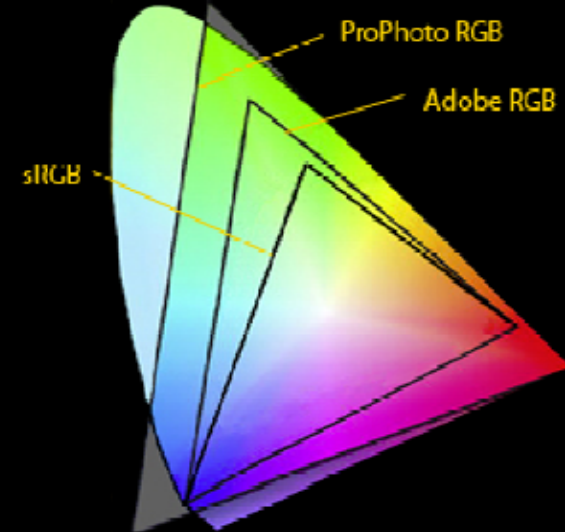
# A Word About Colour...

- In order to ensure the print matches what you see on your screen...
  - You need to calibrate your monitor
  - You need to understand the difference between RGB and CMYK
  - You need your printer manual



# Colour Management 101

- Colour Space
  - All computer displays use a "Colour Space"
  - The most common is called sRGB
  - Adobe RGB 1998 represents a larger range of colours and is used by higher end displays and printers
  - ProPhoto RGB covers a much wider range of colours and as you can see from the chart even covers colours outside the range of human sight



# CoLOUR Management 101

- Check your camera...
  - Is it set to capture in sRGB, AdobeRGB or ProPhoto RGB? Do you shoot RAW?
- Check your computer/OS...
  - Windows, prior to Vista did not natively colour manage your displays
  - Since Vista (and more so in Windows7), display profiling is supported although not embedded
- Check your software...
  - Internet Explorer is NOT colour managed
  - Image Viewer is NOT colour managed

# CoLOUR Management 101

- Even though your monitor is calibrated...
  - If your software is not “aware” of the calibrated profile of your display, it cannot “fix” the colours to match the output
- Calibrating your monitor is the first step
- Your calibration software will use a special sensor – called a colorimeter – to measure the actual colour displayed for a given set of standard colours and then creates a “profile” for the video card driver and operating system

# Colour Management 101

- Once your display is calibrated, you have a solid baseline to “colour correct” and adjust your photos
- Only once you have this baseline can you judge the output from your printer
- There are on-line services that will perform custom printer / paper profiles for a fee
- There are calibration kits from X-Rite, Color Munki and others that can calibrate both displays and printers

# Colour Management 101

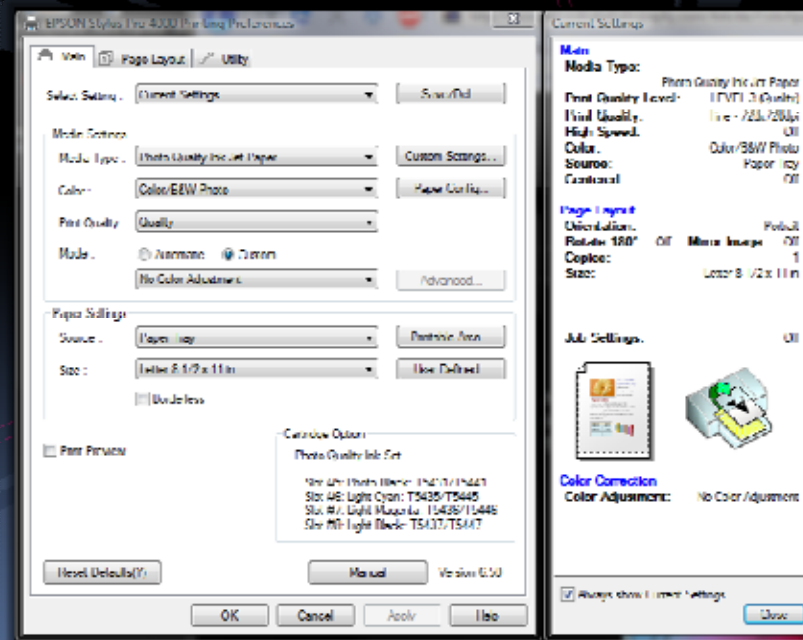
- Monitors (CRT/LCD/LED) use Red Green Blue based colour spaces
- Printers use Cyan Magenta Yellow black based colour spaces
- Some new printers offer Red and Blue inks in addition to the CYMK
- Others offer Light Cyan, Light Magenta and some even Light Black and Light Light Black
- Different manufacturers approach the issue of colour in many different ways

# Software Setup

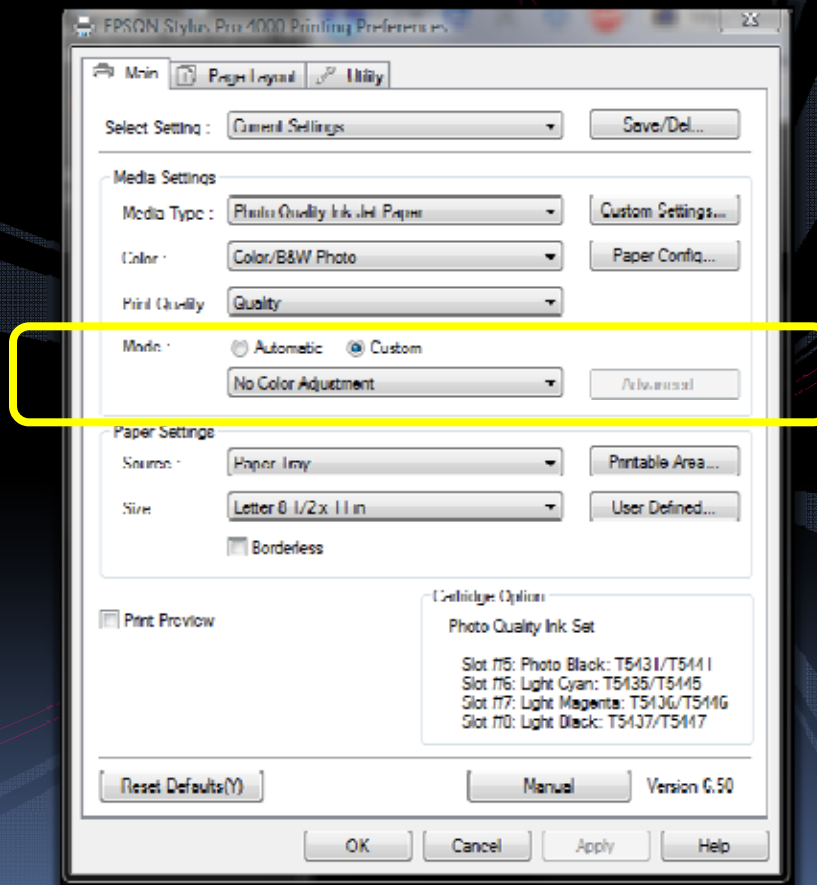
- One of the most common issues with printing is that both the software and the printer BOTH try to manage the colour
- This can lead to very pronounced colour shifts as the software corrects things and then the printer corrects things again!
- ALWAYS turn off colour management in one place or the other
- Personally, I turn off colour management in the printer and manually tell the software what I expect to see...

# Your Printer Driver

- I use an Epson Pro 4000 for all my own printing
- The driver setting page looks like this:



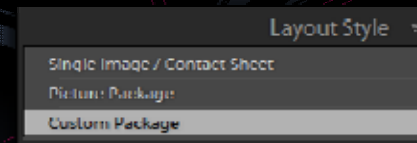
# Turn Off Management in the Printer





# Print Module Panels

- Layout Style
  - Single Image/Contact Sheet
  - Picture Package
  - Custom Package



# Single Image / Contact Sheet

- This option lets you print a single image once or multiple times per page
- Or multiple images as a contact sheet
  - You can include additional image info and text too



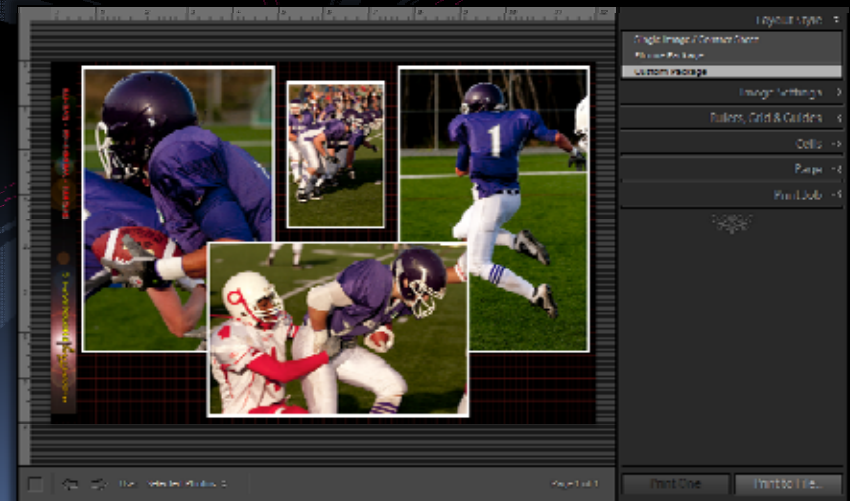
# Picture Package

- This option lets you print a custom layout of ONE image per page
- Picture Package will automatically create multiple pages for multiple images



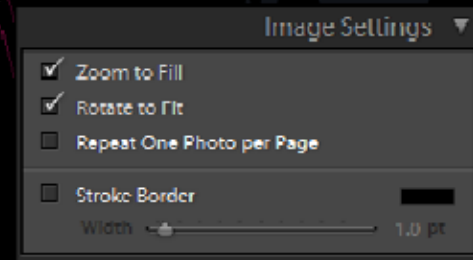
# Custom Package

- Custom Package gives you the flexibility to create your own layouts, background images and even photo book pages using multiple images

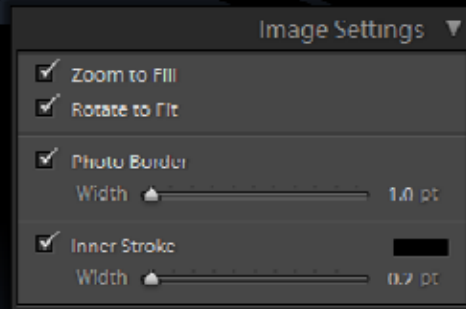


# Panels

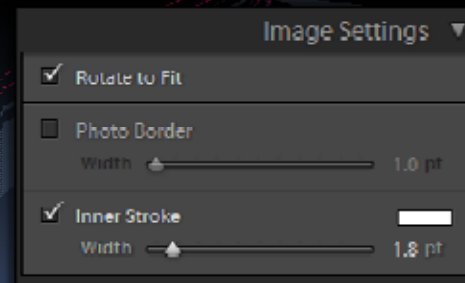
- Image Settings



Single Image



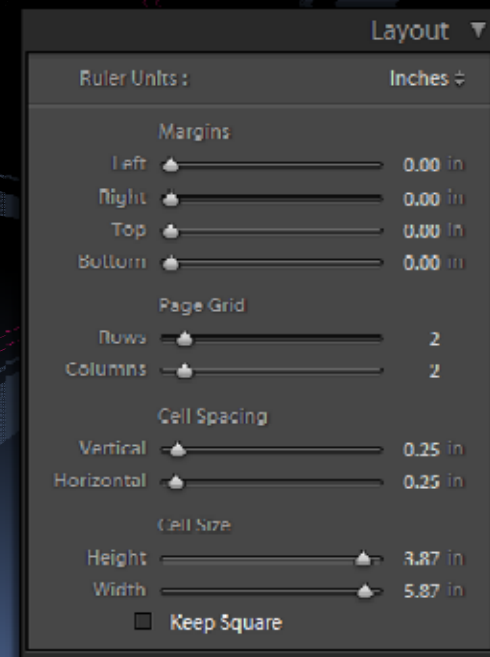
Picture Package



Custom Package

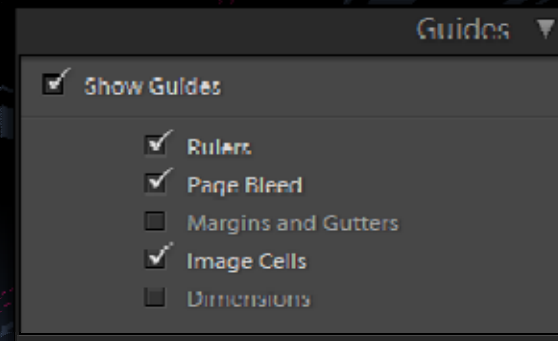
# Panel

- Layout
  - Single Image/Contact Sheet Only



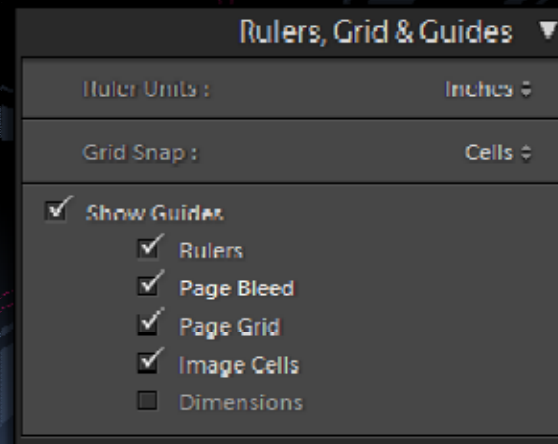
# Panels

- Guides
  - Single Image/Contact Sheet Only



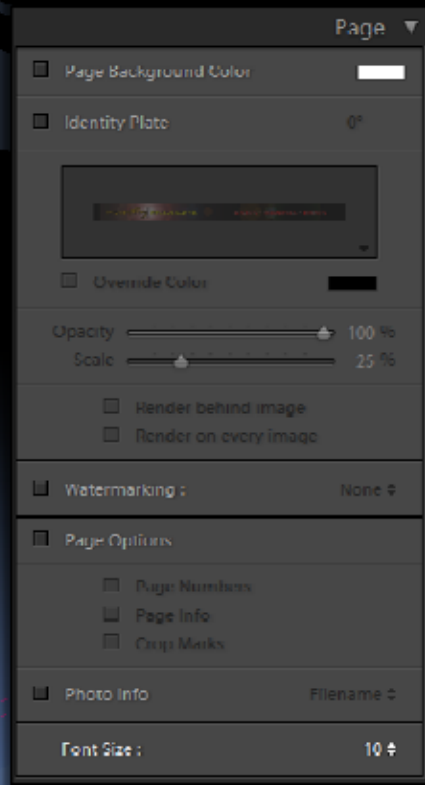
# Panels

- Rulers, Grids & Guides
  - Picture and Custom Packages Only

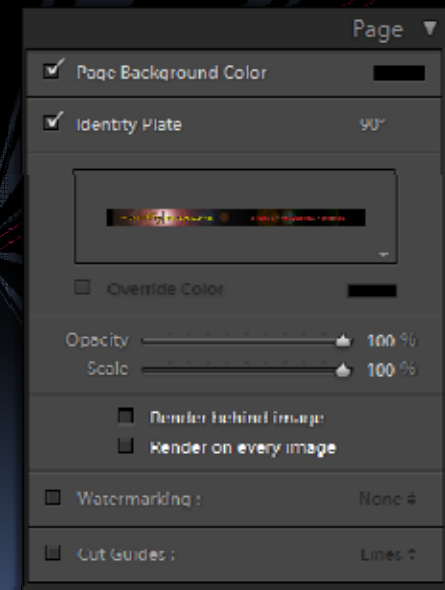


# Panel

- Page



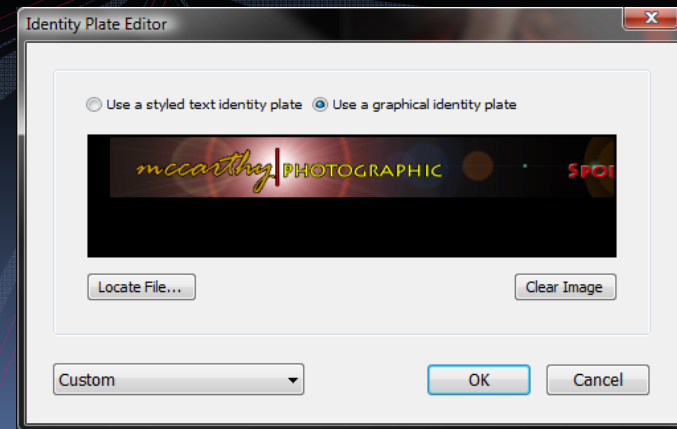
Single Image/  
Contact Sheet



Picture & Custom  
Package

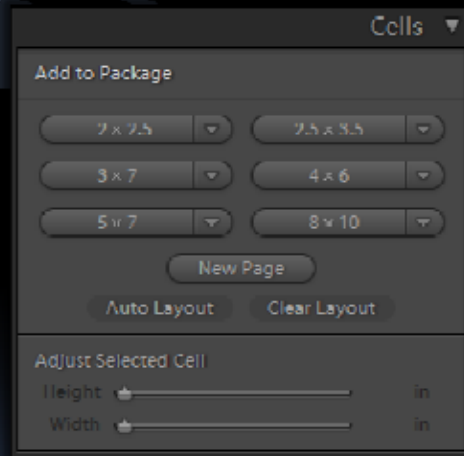
# Identity Plates In Lightroom

- Identity Plates are used to help make Lightroom “look” like YOUR software
- Once you have selected a graphic logo or created a text one, you can tell Lightroom to display it in strategic locations to help “brand” the software

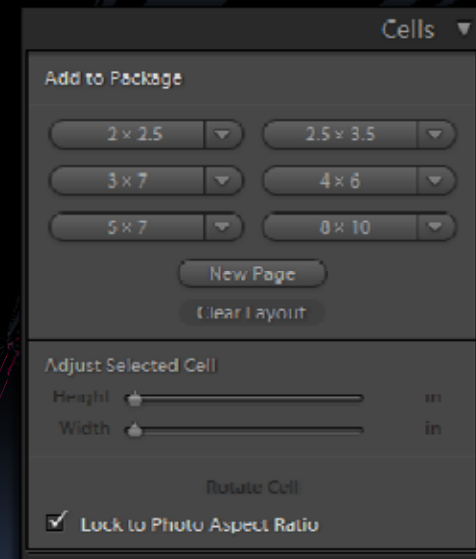


# Panels

- Cells



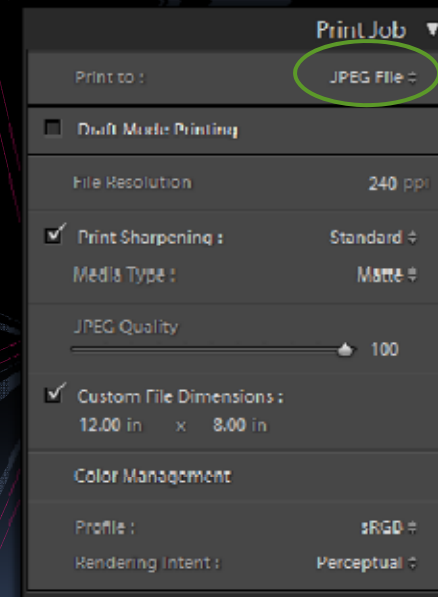
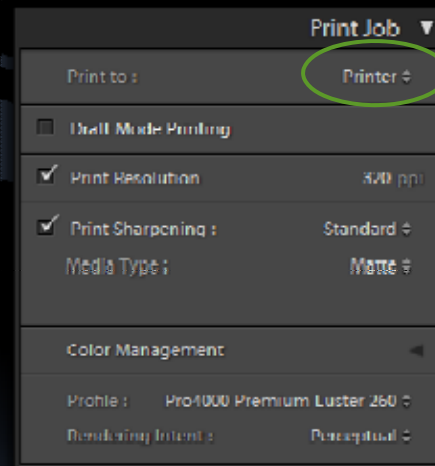
Picture Package



Custom Package

# Panels

- Print Job



# Print Job

- Draft Mode – Printer handles colour management!
- To use the embedded image color space, enable “Managed By Printer”
- If you do not have a specific profile for your printer and paper, enable “Managed By Printer”

# Rendering Intent

- More often than not, the printer's color space is smaller than the image's color space
- This means the printer may not be able to reproduce all of the color faithfully
- Perceptual Intent
  - This option tries to preserve the visual relationship between colors. This may shift "In-Gamut" colors to keep them in proportion to shifted "Out-Of-Gamut" colors
- Relative intent
  - This option preserves all "In-Gamut" colors and shifts "Out-Of-Gamut" colors to the closest reproducible color

# A Word about DPI...

- DPI – Dots Per inch
  - DPI applies ONLY as far as printing is concerned
  - A higher DPI does not mean a higher resolution image
  - A 300DPI image that is 300 pixels by 450 pixels will print at 1" x 1.5"
  - A 96DPI image that is 300 pixels by 450 pixels will print at 3.1" by 4.7"

# A Word About DPI...

- You may think that maintaining a high DPI for very large prints is just as important as it is for smaller prints
- Keep in mind that larger prints are intended to be viewed from further away...
- Very large prints – ie: Billboard size – are typically printed at as little as 72DPI
- A guideline that I follow is that anything below 8x12" should be at 300DPI, larger (up to 16x20") should be at 240DPI, and for poster sizes or larger I work with the printer and supply whatever they recommend
- This helps keep file sizes smaller and more transportable

# Keyboard Shortcuts

## ■ Printing

- Print – [Ctrl]+[P]
- Print One Copy – [Ctrl]+[Alt]+[P]
- Page Setup – [Ctrl]+[Shift]+[P]

## ■ Views

- Go To First Page – [Ctrl]+[Shift]+[Left Arrow]
- Go To Previous Page – [Ctrl]+[Left Arrow]
- Go To Last Page – [Ctrl]+[Shift]+[Right Arrow]
- Go To Next Page – [Ctrl]+[Right Arrow]

# Keyboard Shortcuts

## ■ Page Extras

- Show Guides – [Ctrl]+[Shift]+[H]
- Show Margins & Gutters – [Ctrl]+[Shift]+[M]
- Show Image Cells – [Ctrl]+[Shift]+[K]
- Show Page Bleeds – [Ctrl]+[Shift]+[J]
- Show Rulers – [Ctrl]+[R]

# Resources on the Web

- Adobe
  - [www.adobe.com/products/photoshoplightroom](http://www.adobe.com/products/photoshoplightroom)
  - [www.adobe.com/designcenter/photoshoplightroom](http://www.adobe.com/designcenter/photoshoplightroom)
- National Association of Photoshop Professionals
  - [www.photoshopusertv.com](http://www.photoshopusertv.com)
  - [www.kelbytv.com](http://www.kelbytv.com)
  - [www.photoshopuser.com](http://www.photoshopuser.com)
    - Referral: MiMcC or code: woxnhc

# Additional Resources

- Lightroom Killer Tips
  - [www.lightroomkillertips.com](http://www.lightroomkillertips.com)
- Photoshop & Lightroom Users Group
  - [www.photoshopusersgroup.com](http://www.photoshopusersgroup.com)
- Lightroom Galleries
  - [www.lightroomgalleries.com](http://www.lightroomgalleries.com)
- Adobe Lightroom Journal
  - [blogs.adobe.com/lightroomjournal](http://blogs.adobe.com/lightroomjournal)
- Adobe Labs (Beta and upcoming stuff...)
  - [labs.adobe.com](http://labs.adobe.com)

# Wrap Up

- Questions?
- Please complete the survey – if you haven't already. We appreciate your feedback and use it to continuously improve our service.

Thanks for your attention!

For more information on our services and other workshops,  
please contact [mike@mccarthyphotographic.com](mailto:mike@mccarthyphotographic.com)

*mccarthy* | PHOTOGRAPHIC  
©2010 BY MIKE MCCARTHY. ALL RIGHTS RESERVED

©2010 BY MIKE MCCARTHY. ALL RIGHTS RESERVED

*mccarthy* | PHOTOGRAPHIC