

# US Ink Tech Webinars

## Digital Imaging for Newspaper Printing: Photoshop Color Settings

- Reviews the optimal settings for newspaper printing, including ICC profiles, working spaces, color management policies and conversion options.
- Also includes several preferences/configurations of Photoshop for optimizing the application and its workspace.

## Digital Imaging for Newspaper Printing: Utilizing the History Brush within Photoshop

- Focuses on the use of the History Brush found within Photoshop, and its ability to increase control over image manipulation. The History Brush can be used to selectively apply any manipulation to specific areas of a photo, without affecting unwanted areas.
- The session will consist of an introduction to the History Brush, its preferences, and when/how to use it in an image-toning environment.

## Digital Imaging for Newspaper Printing: How to Analyze an Image

- Focuses on the important first step in image preparation for Newspaper printing.
- Details the analyzing of an image (resolution, size, highlight and shadow detail areas, color casts and potential printing problems)

## Digital Imaging for Newspaper Printing: How to Improve the Tone Range

- Focuses on the second step in image preparation for Newspaper printing.
- Session consists of a detailed explanation of the LEVELS and CURVES tools within Photoshop and why you should use them in a toning workflow.
- Focuses mainly on setting highlight and shadows within images, and the importance of establishing as many levels between highlight and shadow.

## Digital Imaging for Newspaper Printing: Color Correction

- Focuses on the important third step in image preparation for Newspaper printing.
- Details the key ingredients to achieving color accuracy (predictability on press, achieving gray balance, and contaminant/complimentary colors).
- Session details the use of the HUE/SATURATION, SELECTIVE COLOR, and REPLACE COLOR tools within Photoshop; how to use them to ensure neutrals and saturated colors print accurately.

## Digital Imaging for Newspaper Printing: Enhancing the Details

- Focuses on the fourth step in image preparation for Newspaper printing.
- Details the use of the UNSHARP MASK tool in Photoshop and the impact of changing its settings.
- Other tools discussed will be the DESPECKLE and DUST AND SCRATCHES tools, when and why to use them.

## Digital Imaging for Newspaper Printing: RGB to CMYK Conversion

- Focuses on the last step in image preparation for Newspaper printing.
- How to do a MODE change and its impacts, embedding profiles, choosing file formats (TIFF, JPEG, etc), and addressing color shifts.

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