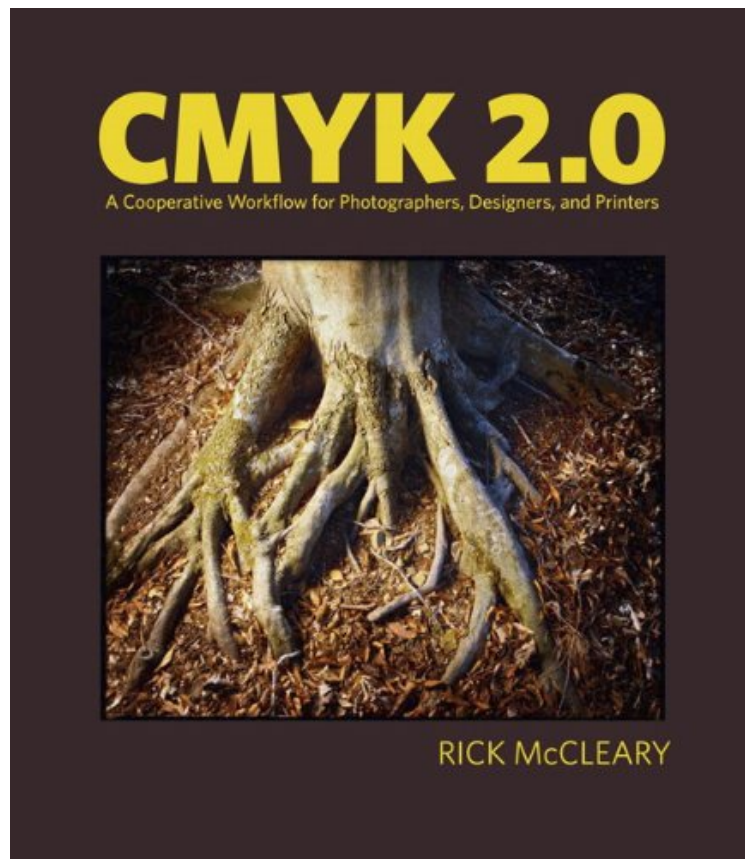


[Download pdf] CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers

## CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers

Von Rick McCleary

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**Von Rick McCleary : CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers** before purchasing it in order to gage whether or not it would be worth my time, and all praised CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Einzigartig - Top!!!Von E. Petriuber die letzten Jahre habe ich immer wieder versucht mich dem Thema "Color Management" zu nhern. Meist gibt es dazu zahllose Seiten ber die Theorie des Farbmanagements, doch leider stand ich am Ende immer vor der gleichen Frage: Wie kann ich diese ganze Theorie in der Praxis optimal anwenden?Ich verlor nach kurzer Zeit das Interesse mich durch unzhlige Einstellmglichkeiten durchzuprobieren, zumal alle diese Einstellungen voneinander abhngen und somit nicht so leicht einzeln ausprobiert werden knnen. Ganz zu schweigen von dem Zeitaufwand und Kosten die ein solcher Trial-and-Error Prozess mit sich bringt... (hier spart das Buch sogar bares Geld ein!).Es ist das beste Buch zu Farbmanagement, das ich kenne! Es verbindet die Theorie (erster Teil des Buches) mit ganz praktischen Vorgehensweisen zur Erzielung vorhersagbarer Farbergebnisse. Es werden diverse Methoden fr die unterschiedlichen Produktionsanforderungen vorgestellt und Einstellung fr Einstellung genau

beschrieben. Ergänzend sind alle Einstellungen mit den jeweiligen Screenshots versehen. Die Qualität der Fotos im Buch sind eine Spitze und geben einen Einblick, was durch richtiges Farbmanagement aus einer Offset-Pressen auszuholen ist! Grob umrissen befasst sich die erste Hälfte des Buches mit dem WARUM Farbmanagement. Danach werden die Themen Monitor- und Druckerprofilierung, Soft- und Hardproofing und Optimierung für den Offset-Druck behandelt. Der anschließende Teil enthält Step-By-Step Anleitungen zur Vorbereitung für den Druck. Abschließend wird der Sinn des Farbmanagements in der Praxis durch sechs Case Studies untermauert. Das Buch ist in sehr gut verständlichem Englisch und Fachbegriffe werden einleuchtend erklärt. 5 Sterne für die einzig mir bekannte Rettung vor der totalen Farbmanagement-Resignation!!!

Kurzbeschreibung Twenty years ago, achieving predictable CMYK color on press was a relatively straightforward process. All the partners in the process—photographers, designers, and printers—had clearly defined roles and responsibilities. With the introduction of Adobe Photoshop in 1990, the digital imaging revolution changed all that. Roles suddenly shifted and blurred. Standards disintegrated. The entire process quickly spiraled into a chaotic free-for-all that couldn't help but leave everyone frustrated as they scratched their heads and wondered, "What's wrong with my color?" CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers has one purpose: to get us all back on the same path to creating predictable color in the RGB-to-CMYK workflow. In a field that often features very strong and very different opinions, author Rick McCleary emphasizes the need for cooperation, collaboration, and communication. After first establishing a context for how we all got here, McCleary redefines each partner's role in the process, demystifies the entire RGB-to-CMYK workflow, and offers a clear, step-by-step guide to achieving predictable color on press. Written with exceptional clarity, CMYK 2.0 presents a highly detailed and thoroughly rigorous approach to CMYK color, and it offers a workflow that all photographers, designers, and printers need—one that works. The book's companion website provides a collaborative forum of growing resources and information on all things CMYK. Pressestimmen "Genuinely a must for content creators, print buyers, project managers or anyone who is involved with printing critical color in any way. Wish I had written it!" Daniel Dejan, Sappi Fine Paper/North America ETC Print Creative Manager Kurzbeschreibung Twenty years ago, achieving predictable CMYK color on press was a relatively straightforward process. All the partners in the process—photographers, designers, and printers—had clearly defined roles and responsibilities. With the introduction of Adobe Photoshop in 1990, the digital imaging revolution changed all that. Roles suddenly shifted and blurred. Standards disintegrated. The entire process quickly spiraled into a chaotic free-for-all that couldn't help but leave everyone frustrated as they scratched their heads and wondered, "What's wrong with my color?" CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers has one purpose: to get us all back on the same path to creating predictable color in the RGB-to-CMYK workflow. In a field that often features very strong and very different opinions, author Rick McCleary emphasizes the need for cooperation, collaboration, and communication. After first establishing a context for how we all got here, McCleary redefines each partner's role in the process, demystifies the entire RGB-to-CMYK workflow, and offers a clear, step-by-step guide to achieving predictable color on press. Written with exceptional clarity, CMYK 2.0 presents a highly detailed and thoroughly rigorous approach to CMYK color, and it offers a workflow that all photographers, designers, and printers need—one that works. The book's companion website provides a collaborative forum of growing resources and information on all things CMYK.