

## Transparencies and KODAK colour cards

If your work is unsuitable for scanning, it will need to be professionally photographed before ArtChroma can setup your edition. Work that is unsuitable for scanning:

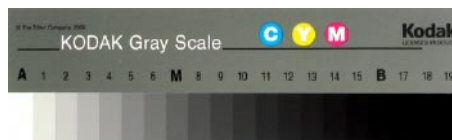
- Larger than A2
- Heavily textured work (any size). Typical canvas textures are suitable, very heavy impasto will not scan to an acceptable standard.

Photographing art for reproduction is very difficult. A Medium format (4" x 5") transparency (slide) will result in the best reproductions of your work. A professional photographer will have the correct equipment and experience to control all aspects of the creation of the transparency, including:

- Lighting the original evenly, at the correct colour temperature, using a dedicated lighting rig
- Ensuring the original is exactly parallel to the focal plane in the camera
- Ensuring the colour balance is maintained when the film is developed.

Having your work professionally photographed is highly recommended and ArtChroma can assist in arranging this for you.

If you have an existing transparency, it may be suitable, provided it includes a KODAK colour and grey reference card in the periphery of the image.



This card is a known standard, which we will compare to our reference cards. Doing this allows us to see if there is any unwanted colour cast on the image and assess the saturation and overall balance.

### Digital photography for reproducing original artwork

Digital photography is improving rapidly, but for the reproduction of original artwork, a 6 or 8megapixel "prosumer" camera cannot yet match the quality of a professionally taken film transparency. 12megapixel digital scan back adapters for a medium format camera are becoming popular with some professionals and we are more than happy to work with the resulting files.

If you have taken the decision to issue limited edition prints of your work, we strongly recommend that you have the work professionally photographed if it is unsuitable for scanning. Doing this will ensure that the resulting prints do justice to the quality of your original, and will ensure that you and your customers are not disappointed.

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