



BWC Color Management & File Preparation

Placing Digital orders with BWC is as easy as 1,2,3. Our main Goal at BWC is to provide you with essential professional tools that will optimize your workflow and save your valuable time and money. It's a plan for success! Now, lets get started.

Color Management

When sending files to BWC it is required to have a color profile attached to each file. When files are sent not using this color space, we have no way to properly correct or print your files. This generally results in images that look muddy and flat in color. We strive to preflight most orders received but there will be times that the wrong profiles or no profile can cause a poor color issue. So let's look at color settings.

In PhotoShop 6, 7, CS, CS2, CS3, CS4 versions, open Photoshop and proceed as follows:

- Choose sRGB Working Space for your RGB files
 - Check the Ask When Opening and Ask When Pasting next to Profile Mismatches.
- This will prompt you to convert to the sRGB working color space, or better yet, uncheck these boxes and Photoshop will automatically tag every file.

When using other software, and saving your JPEGs files, make sure to check Embedded Color Profile sRGB1Ec61966-2.1

Monitor Calibration

Now having your files in the correct color space, you need to have a properly profiled and calibrated monitor. This is a must to ensure that the colors on your monitor match BWC prints of your files. We recommend that before you spend a couple hundred dollars on a calibration device like Gretag Macbeth eye-one Display calibration package, you go to www.shotsmarter.com Read the 10 facts you need to know about your monitor and calibration.

It is free and you can save thousands dollars on decisions you make in your photographic business. The direct link for test and reviews on monitors and color accuracy: www.shotsmarter.com/monitorcentral.html

We have test target files we can print and send you so you can compare your monitor. This will be the first step in color certification for ordering non color corrected print services from BWC. Remember that a viewing environment of warm lights can cause prints to look different than our lab standard of 5000k viewing.

File Preparation

Now that you have an understanding of the simple steps in setting up the color space for file preparation, let's look at File sizes and JPEG compression. Most all the high volume photography done on location and in studio is shot in JPEG. We recommend Level 10 Standard JPEG. The 18 MB files from your JPEG camera mode will provide a great way to send images to the BWC for printing, but only use it for minimal opening and making changes and resaving. There will be little visible changes in your output prints saving them as level 10 JPEG output.

BWC request prints be cropped to exact size with prints 11x14 and smaller and saved at 300PPI. Remember the proper aspect ratio. Our software will render your image, cropping from the center of the image out to the dimensions of the print. If you submit an image that is cropped to an 8x10 aspect ratio, a 5x7 or wallet produced from that image will have the sides cropped.

Conversely, if you submit an image that is cropped to a 5x7 aspect ratio, the 5x7's will print as the full image but 8x10s and 4x5s will have the top and bottom cropped.

If you can compose your image to yield an acceptable composition for both printing aspects, then you may only need to submit a single image for all the print sizes.

For a print size that does not match a print size that we offer, please canvas your image on the next larger print size and order that size print. To canvas an image, first create a new image in Photoshop that has the dimensions for the print size that you will need to order. Then copy your source image. Paste that image onto the new canvas, flatten and save. With our ordering software all of this is taken care of in the software.

File Size for Proofing

Image files sent to BWC for proofing should be contained in a single directory level or folder on FTP or on CD. Multiple folders of images should be used for different sizes in one folder. Multiple folders cause confusion and may delay orders.

Image files for proofing do not have to be at the full resolution of the camera original file. Only use the size files necessary for the print sizes being ordered. Using ROES or Presentation software for online proofing service have found it to be to their advantage to create a set of proofing files for submitting. This makes the transmission time shorter and creates less likelihood of connection interruptions.

BWC only accepts image files in tiff or jpeg format, no Photoshop psds or camera raw files. If the file is a tiff, it should be a single layer, flattened file with no extra color channels. We have found over years of experience, there is no significant reason for the customer to send a tiff file versus a jpeg. The only consideration might be if you are requesting BWC artist to do digital retouching.

File Naming Helps

Keep it simple. Use what comes out of your camera whenever possible! For Canon shooters it will look like this, IMG_1234 and for Nikon or Fuji Shooters DSCF_1234. If you must rename, please remember that Widows is an alpha-numeric sort. Alphabet first, then the number. This changes everything on your run sheet if you are doing Events work. Group101.JPEG comes before