

# Artwork

## Digital Capture



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Robin's digital capture system is designed to satisfy the demanding needs of artists, prepress, archivists, and businesses needing high resolution digital files from artwork and other originals. Our capture system is equipped with a high-resolution camera capable of producing a 1.2 GB file in 8-bit, or a 2.4 GB file in 16-bit. Files are captured so that they have as much information as possible. Each file is color corrected to a uniform color space, but please note that these files will have to be adjusted somewhat due to the characteristics of the media they are printed on.

### Originals

Originals can be any type of flat art or photograph up to 60"x84". Some types of originals are more difficult to digitize than others and may incur a special set up fee.

**Paper color** – When capturing originals on colored or tinted paper we will balance to the white on a gray scale unless told to do otherwise. This will make the highlights on the reproduction close in color to the paper. This white point may have to be adjusted depending on the paper it is printed on. If you prefer to have your highlights set to true white instead of the paper base color please let us know in advance.

**Highly reflective or gloss surfaces** – This can often cause unwanted reflections which are difficult to overcome. This can cause the color and density to vary depending on how the light hits the surface. Gold and silver foils are especially problematic.

It is best to have artwork digitized before it is varnished. Reflections can be reduced by light polarization if required, however this may cause those shiny areas to appear dark.

If your original requires special handling, please check with one of our representatives to discuss the best method and costs involved. So that we can provide you with the most cost-effective methods please be sure to let us know how you plan to use the digital file.

**Flat originals** – Our copy system is designed to handle 2 dimensional flat originals. If the original has a third dimension or will not lay flat, special handling and additional costs may be involved to achieve the desired result.

### File Type & Sizes

Images are saved as ProPhoto RGB 8-bit TIFF unless otherwise requested.

Available color spaces:

- ProPhoto RGB (default)
- Adobe RGB (1998)
- sRGB

Available file formats:

- TIFF 8-bit (default)
- Tiff 16-bit
- JPEG
- PDF
- Multi-resolution files that include:
  1. A high-resolution TIFF file for reproduction saved in ProPhoto color space
  2. A medium-resolution J-Peg file for desktop publishing. The long dimension is saved at 4000 pixels (13.3" @ 300 ppi) saved in Adobe 98 color space.
  3. A low-resolution J-Peg file in sRGB color space for email and web use. The long dimension is saved at 1500 pixels (15" @ 100 ppi) save in sRGB color space.

Please be sure to specify the type of file(s) you need at the time the job is shot. There is an additional charge for reformatting files later.

### Color Reproduction

Due to numerous types of materials, dyes, and lighting conditions, it is impossible to exactly match colors. We do our best to give you the closest reproduction possible, but sometimes colors will not respond as we would like them to. If we optimize one color, it may compromise another. Please tell us what elements are especially important to you, we will pay special attention to those colors.

For more information on color reproduction, ask for a copy of "Why a Color May Not Reproduce Correctly"

## Things We Need to Know

- What will this be used for?
- How large will it be reproduced?
- Do you want the file saved as TIFF 8-bit, TIFF 16-bit, or J-Peg?
- Our normal working color space is ProPhoto RGB. Please specify if you want it saved as Adobe RGB (1998) or sRGB instead.
- Do you want a gray scale and or color bars in the file to aid in color reproduction?
- Are there some elements that are more important than others?

## Standard Digital Capture

Your original is captured at 300 PPI or higher for sizes less than 28x42 (if a gray scale is included the maximum size at 300 PPI is 25x33). For larger sizes the resolution decreases with the size of the original. (See the chart on the pricing grid for a better estimate of PPI.). Our capture camera uses a four-exposure system which provides a much sharper image than normal digital camera images. The white and black points are set, and the color is adjusted to best match the original. A color reference print is provided to show how the file will reproduce on luster paper. This is not intended to be an exact match. (When printed using different systems or media the color may not match this print. Each media has unique characteristics)

## Premium Digital Capture

Premium Digital Captures are done to the same specifications as Standard Digital Captures but at a twice the resolution (files are four times as large). The white and black points are set, and the color is adjusted to best match the original. A color reference print is provided to show how the file will reproduce on luster paper. This is not intended to be an exact match. (When printed using different systems or media the color may not match this print. Each media has unique characteristics)

## Color Plus

This is available for both Standard and Premium Captures.

- A proof is printed on the paper or canvas you intend to print on.
- Local color correction. If a specific color is not reproducing correctly, we will try to correct it locally. In some instances, this may not always be perfect.

## Premium Proofing

If you would like to be involved in the color matching and proof process we also offer Premium Proofing which includes:

- Local color corrections
- Up to two proofs printed on the media of your choice.
- You view each proof and indicate any desired corrections.

## Small Objects

Small objects are billed as 8x10 Premium. The resolution will be 1200 PPI or higher.

## Document Captures

Document Captures are less expensive captures for use where color is not critical and reference prints are not needed. See "Document Digital Capture" sheet for more and pricing.

## Multiple Exposure Captures

For situations requiring extremely high-resolution files, such as producing wall size murals, we can make multiple exposure captures and stitch them together. Using this technique, we can generate files up to 8 GB. Before laying out your art contact us so we can advise you on the best methods.

## Shoot & Run

When you need a digital capture quickly, or do not want the original out of your sight, we offer our Shoot and Run service to capture the original while you wait. This service is subject to available capacity. Call ahead to schedule. There is a nonrefundable deposit at the time of scheduling. See below for prices.

## Prices & Turnaround

Normal turnaround is 48 hours. Large or unusual jobs may require additional time.

Prices are based on the size of the original and do not include any special setup, or retouching, involved.

Standard Level Capture								
Original Size	8x10	12x18	20x24	24x32	30x40	48x60*	54x72	60x80
PPI*	600 PPI	400 PPI	300 PPI	300 PPI	250 PPI	165 PPI	150 PPI	135 PPI
File Size**	35 MB	95 MB	120 MB	195 MB	215 MB	225 MB	250 MB	250 MB
Price	\$33.50	\$38.50	\$45.00	\$52.50	\$60.00	\$85.00	\$110.00	\$139.00

Premium Capture								
Original Size	8x10	12x18	20x24	24x32	30x40	48x60*	54x72	60x80
PPI*	1200 PPI	800 PPI	600 PPI	600 PPI	500 PPI	330 PPI	300 PPI	270 PPI
File Size**	145 MB	395 MB	495 MB	790 MB	860 MB	900 MB	1 GB	1 GB
Price	\$40.00	\$46.00	\$56.50	\$67.40	\$75.00	\$107.50	\$135.00	\$168.50

\* PPI is approximate.

\*\* File size is approximate and will vary with crop and is based on 8-bit TIFF. 16-bit files are twice as large

- Color Plus proofing instead of a reference print - \$32.50 additional.
- Premium Plus proofing instead of a reference print - \$57.50 additional
- Hightail file transfer – no charge
- \$6.00 for 4 GB Flash Drive
- High-Res TIFF and Medium Res J-Peg - \$4.00 additional
- Multi resolution files – \$7.00 additional
- 16-bit-TIFF - \$6.00 additional
- **Shoot & Run – scheduled** – \$18.50 for first capture plus \$6.00 for each additional.
- **Shoot & Run – unscheduled** – \$27.00 for first capture plus \$7.50 for each additional.
- **Shoot & Run – supervised** – \$30.00 for first capture plus \$7.50 for each additional
- **Shoot & Run – w/client corrections** – \$40.00 for first capture plus \$15.00 for each additional.