

Artwork Digital Capture



www.robinimaging.com
2106 Central Parkway
Cincinnati, OH 45214
(513) 381-5116
Info@robinimaging.com

The Basics

Creating an accurate digital image of a piece of art involves a lot more than laying the art on a table and taking a photo of it. 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 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. We use polarized lighting to provide the best reproduction. Polarized lighting causes metallic surfaces to reproduce dark.

It is best to have artwork digitized before it is varnished. Reflections are reduced by light polarization, 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 Types & Sizes

It is important to get the right type of file for your needs. Since ProPhoto RGB 16-bit TIFF contains the most information, we use that as our default. Files can always be reduced to smaller color spaces, but once that information is lost it cannot be regained by converting to a larger color space. If you are unsure what type of file, you need tell us how you intend to use it and we will be happy to help you make the right choice.

Available color spaces:

- **ProPhoto RGB (default)**
This space has the broadest color gamut and is used for high end art reproduction. It is the best for critical color matching. ProPhoto 16-bit files can be very large, and many nonprofessional devices cannot handle them. It is not recommended for non-professional use or online ordering.
- **Adobe RGB (1998)**
This has long been the standard for good color reproduction and is satisfactory for most general-purpose work.
- **sRGB**
This is the standard for amateur photography. Use this color space for internet applications, 4-color printers, or for insertion into Word or PowerPoint documents.

Note: for B&W work there is no need for the expanded color gamut in ProPhoto. Use Adobe 98 or sRGB.

Available file formats:

- TIFF 16-bit
- TIFF 8-bit
- JPEG
- PDF
- Multi-resolution files that include:
 1. A high-resolution TIFF file for reproduction.
 2. A medium-resolution J-Peg file for general printing. 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.

For more information see Robin Imaging data sheet "Color Space, File Type, and Bit Depth" available on our website on the info & spec sheet page.

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.

Standard vs. Premium Capture

Standard Digital Captures are captured at 300 PPI or higher for sizes less than 24x32. 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 higher quality image than normal digital camera images using one exposure. 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 Captures are done to the same specifications as Standard Digital Captures but at twice the resolution (files are four times as large). This allows you to make much larger reproductions.

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. Color corrections are done as overall color corrections, which means specific colors may not reproduce correctly. We offer local color corrections and matching to specific output media as part of our proofing services.

For more information on color reproduction, Robin Imaging Data Sheet see "Why a Color May Not Reproduce Correctly" available on our website on the info & spec sheet page.

Reference Prints

Reference prints are printed on 8.5x11 Epson Premium Luster Paper. We offer digital capture with or without reference prints. It is recommended that you get a reference print if:

- You want to have a record of all your artwork that has been captured.
- You want to be assured that you are getting accurate color and density.
- You want to be able to use it later to show us or someone else what the tones should look like when printed.

Please note that every paper type reproduced colors differently so that there is no guarantee that the reference print will match another paper without additional corrections. The white on Premium Luster tends to be slightly more blue than the white on most fine art papers.

If you are getting Fine Art Prints made at the same time as the Capture, it is not necessary to get a reference print since we have the original art for color reference.

Color Proof

A color proof (approximately 12x16) is printed on the paper of your choice. This does not include making selective color corrections to individual colors or areas. See below for proofing services.

Proofing

Color Plus This is available for both Standard and Premium Captures. It includes:

- A proof is printed on the paper or canvas you intend to print on.
- 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.

For more information on proofing see our information sheets on Fine Art Prints and Canvas Prints

Other Services

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

Extremely Large Files - For situations requiring extremely high-resolution files, such as producing wall size murals, we can make multiple captures and stitch them together. Using this technique, we can generate files that can be printed up to 60 feet or more. Before laying out your art contact us so we can advise you on the best methods.

In a Hurry? When you need a digital capture done 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.

Data Transfer & Storage

Files are returned to you either through the internet using Hightail file transfer or flash drive. Please be aware that a single high-resolution file can be up to 2GB. This can take a good while to download even on high-speed connections and may fail with slow connections. For multiple high-resolution files, it may be easier to use a flash drive.

Keep in mind that a flash drive is for temporary storage and is not considered an archival device. The life expectancy of a flash drive is generally around 10 years, and they can fail at any time.

We maintain a copy of your data on file for 30 days after completion. Be sure to check your files during that time and back them up to a second device or to a cloud storage system in case the drive fails. If there are problems during the 30 days following the digital capture, we can get you replacement files immediately. After 30 days we may not be able to assist you and the artwork may have to be reshot.

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.

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	\$31.50	\$36.75	\$44.50	\$52.25	\$60.25	\$89.25	\$118.00	\$150.00

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	\$39.25	\$44.50	\$56.75	\$68.25	\$76.00	\$112.75	\$144.50	\$175.00

* 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

- Reference Print – add \$8.50
- Color proof print to selected paper or canvas - \$25.00 additional
- Color Plus proofing - \$40.00 additional.
- Premium Plus proofing - \$65.00 additional
- Hightail file transfer only – no charge
- Hightail file transfer in addition to flash drive \$5.00
- 4 GB Flash Drive - \$7.00
- High-Res TIFF and Medium Res J-Peg - \$4.00 additional
- Multi resolution files – \$7.00 additional
- **Shoot & Run – scheduled** – \$18.50 for the first capture plus \$6.00 for each additional.
- **Shoot & Run – unscheduled** – \$27.00 for the first capture plus \$7.50 for each additional.
- **Shoot & Run – supervised** – \$30.00 for the first capture plus \$7.50 for each additional
- **Shoot & Run – w/client corrections** – \$40.00 for the first capture plus \$15.00 for each additional.