



# GREG KING PHOTOGRAPHY

## Digital Fine Art Printing

Regular commercial printing addresses business requirements for high volume and low cost. As most commercially printed items have a relatively short life-time, print quality does not have to be the best. High volumes also have a negative effect on print quality. Commercial colour work-flows target matching commercial colour standards such as Pantone.

Artists have different requirements. In fine art printing, the volumes are low and quality must be the best. Fine art prints must last decades, if not centuries, which requires the highest quality inks and papers. Fine art printing is also labour intensive, which contributes to its cost. Though minimizing cost is still important, it is not the most important factor in fine art printing. The fine art print must match its original.

Digital fine art, or giclée, prints are made from digital image files on fine art inkjet printers using fine art inks on fine art paper. Fine art inkjets are designed to accurately reproduce stable colours with smooth gradation (ie. no 'banding') throughout the colour gamut. As opposed to consumer printers, which usually strive for more 'vivid' colour.

In addition to accurate and stable colours, fine art inks are based on pigments instead of dyes for maximum longevity. Fine art papers are also made to be archival. Which means that they are 100% cellulose and acid free. Fine art papers are usually made from either wood pulp or cotton rags but one manufacturer makes a paper from bamboo. Some are hand made. Many are made without optical brightening agents (OBAs), which do degrade over time. Papers with OBAs may eventually revert back to their natural white colour from their initial bright white.

Greg King Photography offers digital fine art printing to visual artists. Epson fine art printers, specifically the Stylus Pro 3800, using Epson's UltraChrome K3 ink set are used. Print sizes can range from 4x6 to 17x22. ColorSync colour matching is used through the entire work-flow. It is especially important that artists include the ICC profile of the digital capture device with their digital files. All our computer displays are colour calibrated.



Greg King Photography offers artists a variety of papers of various bases, textures, weights, and price to print on. Everything from high gloss photo paper to textured watercolour paper from manufacturers such as Epson, Ilford, Inkpress, Hahnemühle, and Moab. We can consult with artists to help them choose the paper that best shows their work.

We also distinguish between true fine art papers and premium photo papers and price accordingly. Premium photo papers have many of the archival properties of fine art papers but are mass produced, smooth surfaced, bright white (contains OBAs), and not 100% cellulose. They are still suitable for print making and can be used for a lower price point product line. Some companies make both types of paper. Sample prices are shown below.

Sample Premium Photo Papers

	8.5x11	13x19	17x22
Epson Premium Luster	\$2.00	\$5.00	\$7.25
Epson Enhanced Matte	\$1.00	\$2.50	\$3.00
Ilford Smooth Pearl	\$2.25	\$6.25	\$8.25
Moab Lasal Photo Matte	\$1.00	\$2.00	NA
Moab Lasal Photo Luster	\$1.50	\$3.25	NA

Sample Fine Art Papers

	8.5x11	13x19	17x22
Epson Velvet Fine Art	\$6.00	\$12.00	\$19.00
Hahnemühle Photo Rag	\$6.50	\$18.75	\$27.25
Hahnemühle Fine Art Baryta	\$6.50	\$18.75	\$25.50
Ilford Gold Fibre Silk	\$3.50	\$10.25	\$13.50
Moab Entrada Rag 300	\$4.00	\$9.00	\$13.00
Moab Colorado Fiber Gloss	\$4.75	\$11.00	\$16.50
Inkpress Cool Tone Rag 200	\$3.00	\$7.00	\$12.75

The overall price for printing is the sum of the printing charge and the paper price. The printing charge will depend on the size of the image and the type of paper. There is a premium for printing on fine art media and discounts for multiples only apply to printing on photo papers. Sample printing charges are \$17.50, \$20, and \$25 on photo paper and \$22.50, \$25, and \$30 on fine art paper for 8x10, 11x14, and 16x20 images respectively. For example, printing an 11x14 image on a 13x19 sheet would cost \$25 (20+5) on Epson Premium Luster and \$43.75 (25+18.75) on Hahnemühle Fine Art Baryta. Please contact Greg King Photography for estimates.

Digital image files can be either emailed or FTPed to Greg King Photography.



Painting by George Boyer