Fossil Press

Digital Color Comparator

Digital Color Comparator
Frank Cost

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B y comparing this printed book with the free downloadable PDF file that was used to make it, you can quickly determine how the colors you see on your computer monitor will appear when printed.
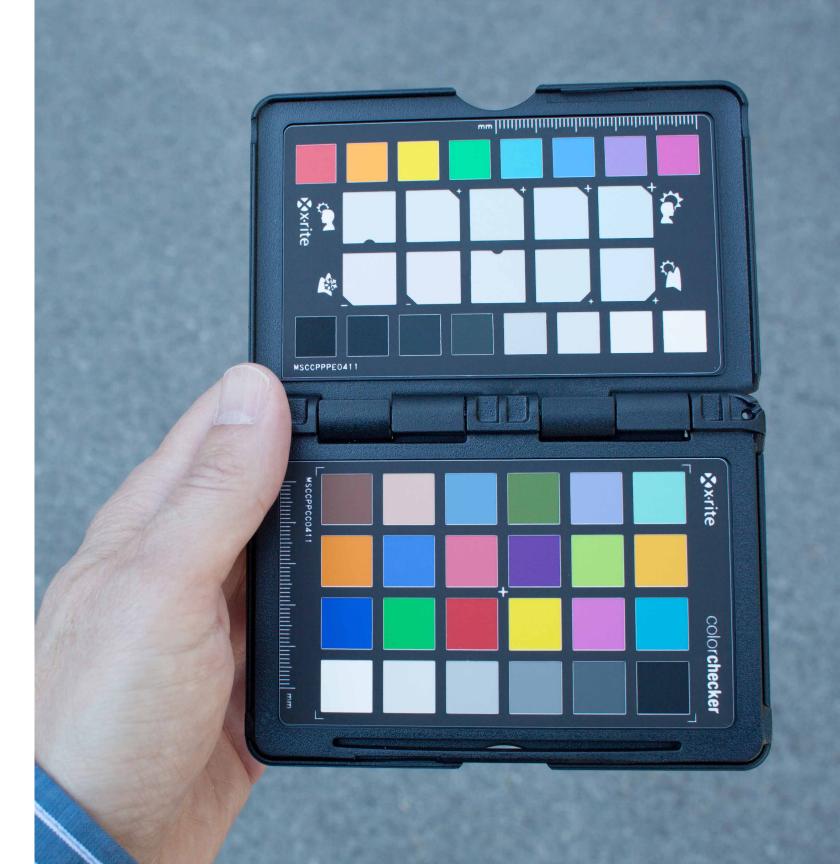
This document was produced using Adobe InDesign and output to PDF using the standard *High Quality Print* settings. All solid color values were created using the Adobe color picker to select either RGB or CMYK values. The color samples on the back cover of the book and on the left side of the second page spread are the same. The differences you see are a result of the different paper grades and finishing method used for the cover and interior of the book. This chart will give you valuable insight into problem colors to avoid in your book designs.

The images in this book were selected because they present a wide range of challenges for any printing process. The images were optimized for pleasing appearance on your computer monitor. The last two-page spreads in the book show the same reference image with three levels of increased saturation and three levels of increased midtone lightness. These can be used to help you adjust your screen images to achieve the best combination of printed color saturation and tone reproduction.

As you gain a better sense of the way printed color deviates from what you see on the monitor, you will become a more effective book designer. This book provides a first step toward your quest to optimize digital color books.

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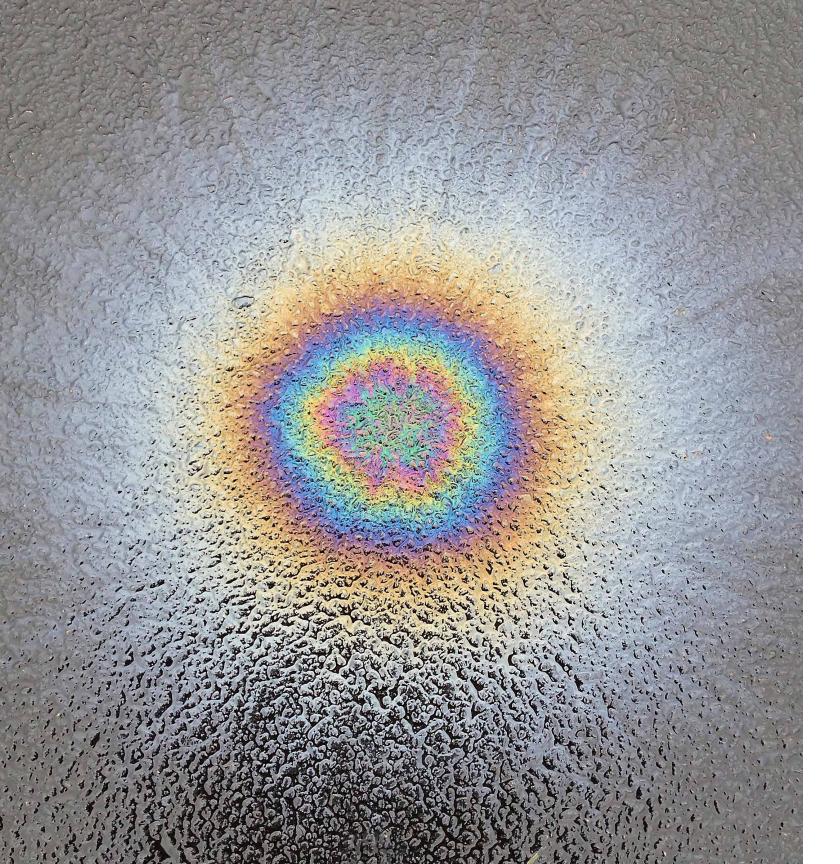
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RAINBOW BLVD

Reference

Saturation +20

Saturation +10

Saturation +30

Reference
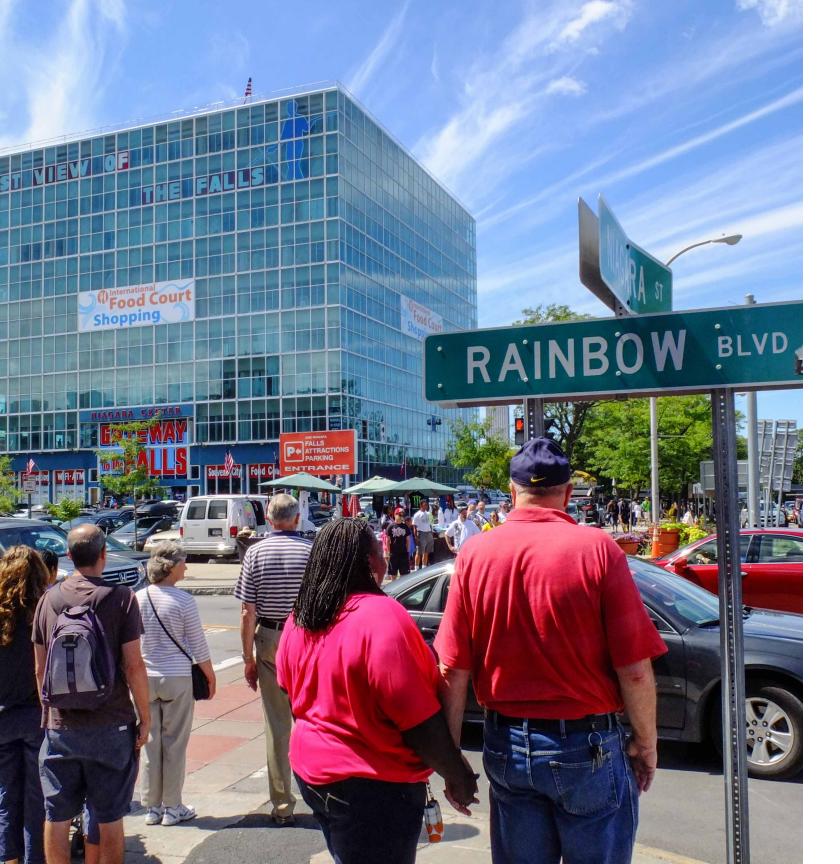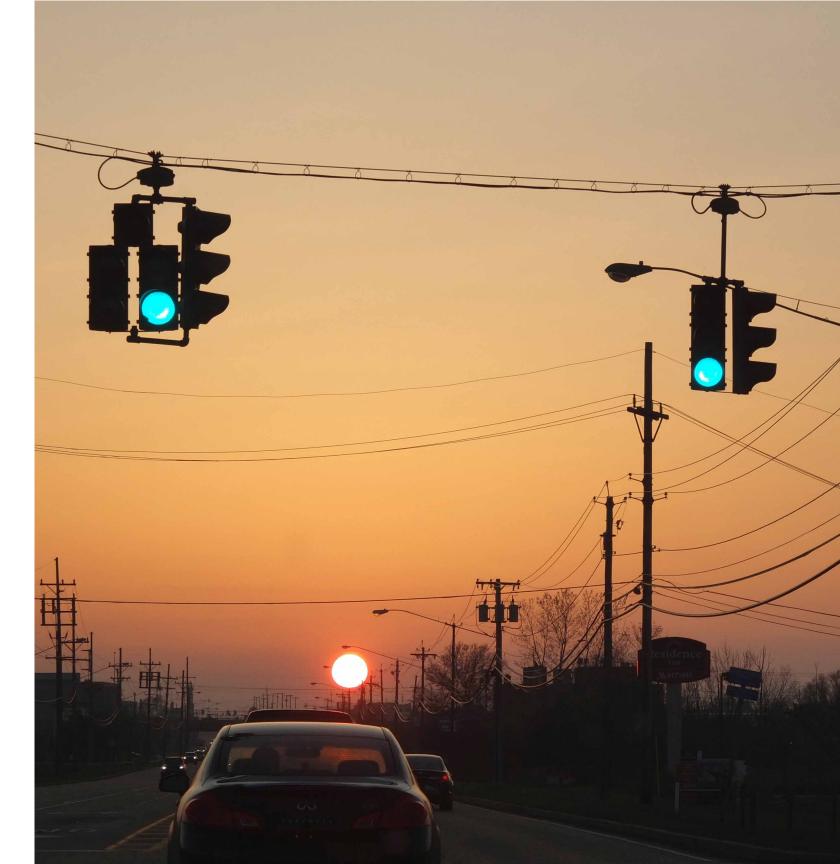
Curve midtone +20

Curve midtone +10

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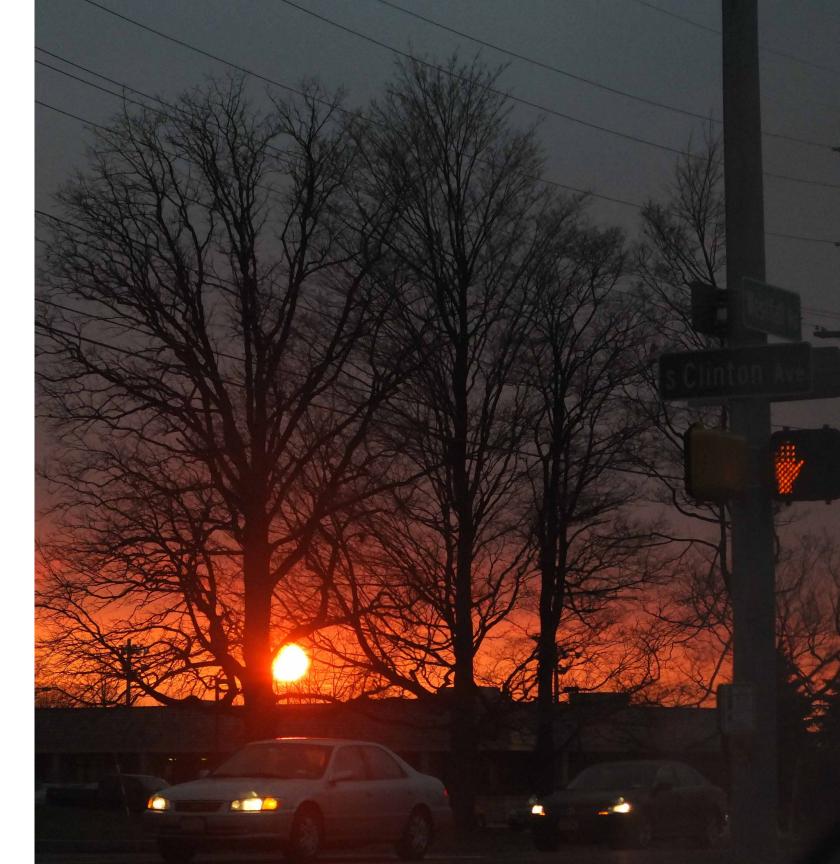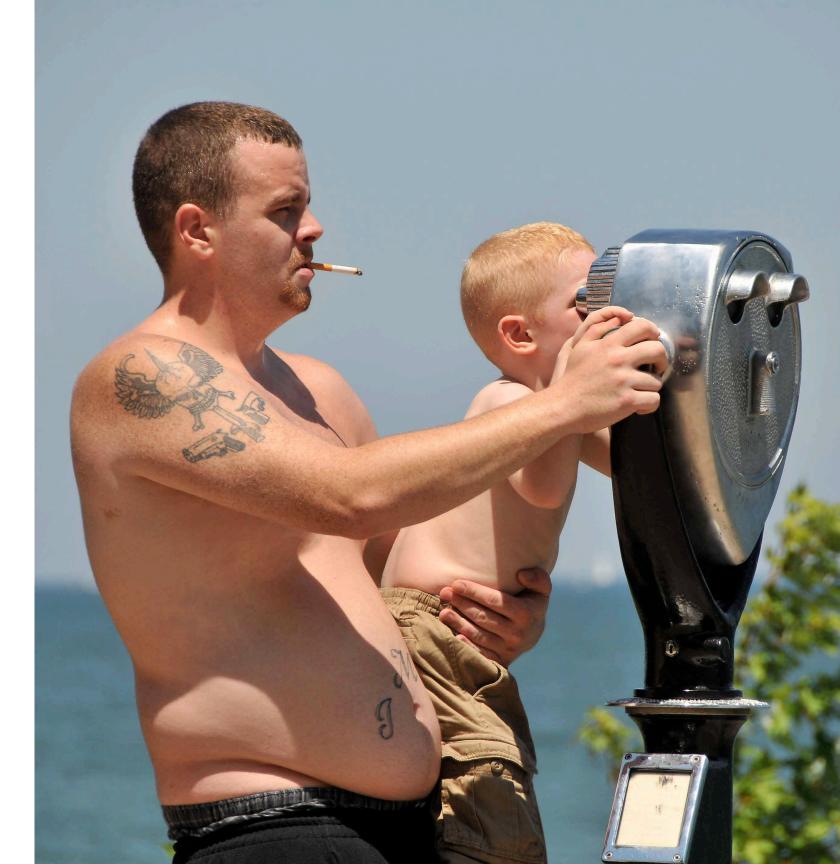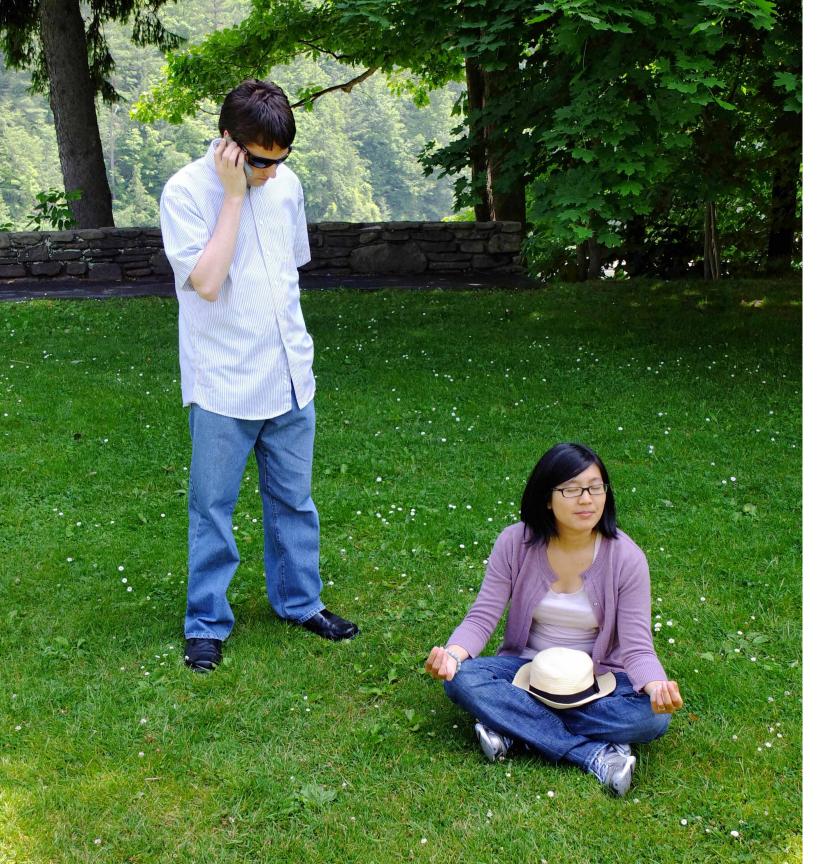
About the Author

Frank Cost is the James E. McGhee Professor of Visual Media in the School of Photography at Rochester Institute of Technology. He has taught a wide variety of courses in the field of visual media for more than three decades. Frank has been photographing professionally since 1975 and has authored both textbooks and experimental photo books exploring new forms of graphic expression enabled by digital technologies. He can be contacted at frank.cost@rit.edu.

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