

1. SCREEN CALIBRATION

Whitepoint: 6500 K in non-normalized ambient light

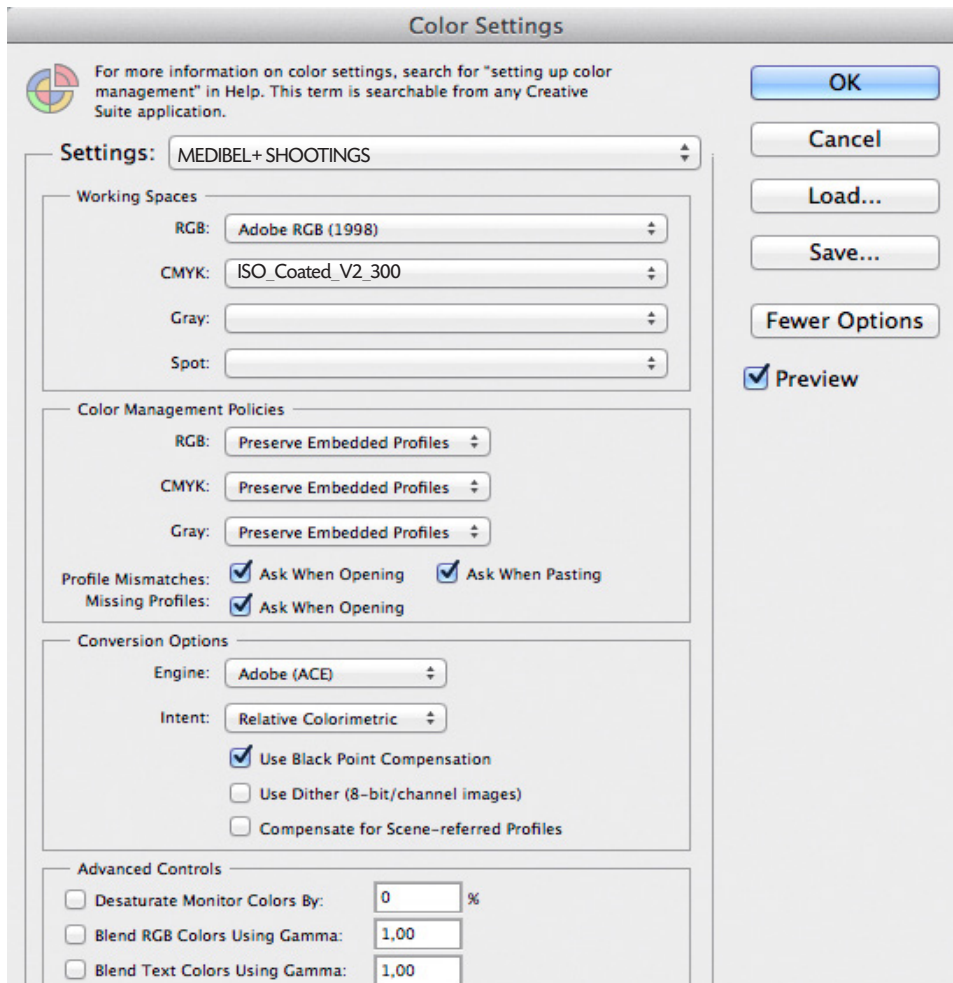
Whitepoint: 5000 K in normalized ambient light

Gamma 2.2, the calibration of the screen has to be done with a professional measuring device.

Luminance: 100 cd/m²

2. GENERAL COLOUR SETTINGS FOR EVALUATION ON SCREEN

For evaluation of the RGB image use the adjusted settings.



Screenshot Photoshop CC

Attention please: This setting is only necessary when the image is converted to CMYK. **We strongly advise against converting RGB images to CMYK.**

The CMYK colour space can be used for soft proofing the RGB image on the screen (on a calibrated monitor only). For that purpose use the correct CMYK printing profile depending on the printing process and substrate (paper).

Colour Management Policies: Preserve embedded profile: it is very important that the profile is embedded in the image. That way, the image always opens in the right colour space.

Conversion Options: This does not apply because these options are only used when the image is converted to another colour space.

3. SHOOT, OPTIMIZE AND SAVE

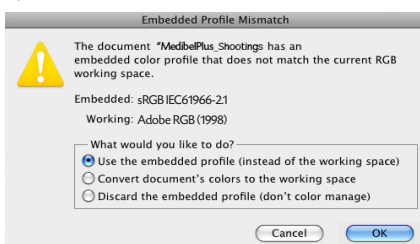
Shoot in RAW:

Images have to be shot in RAW.

Attention please: In some cases shots in JPEG Fine with Adobe RGB colour space can be sufficient, but they can only be used in consultation with the client.

After optimization save in JPEG maximum quality

Optimization must be done in the RAW convertor of the camera, in the RAW convertor of Photoshop CS or in another RAW convertor



Screenshot Photoshop CC

When opened in Photoshop:

If the shot was done in sRGB, this colour space has to be embedded in the image.

Do not convert profiles in image editing programmes!

Do not convert the RGB image to CMYK. This also applies to analogue pictures scanned by the photographer.
Always embed the colour space and/or the colour profile!

Photoshop Settings when saving the file:

Embed Color Profile: sRGB IEC61966-2.1

Embed Color Profile: Adobe RGB (1998)

We recommend Adobe RGB.

4. NAME

Use a descriptive name for the images, e.g. **abbreviationphotographer_productionname_ddmmyy.extension**

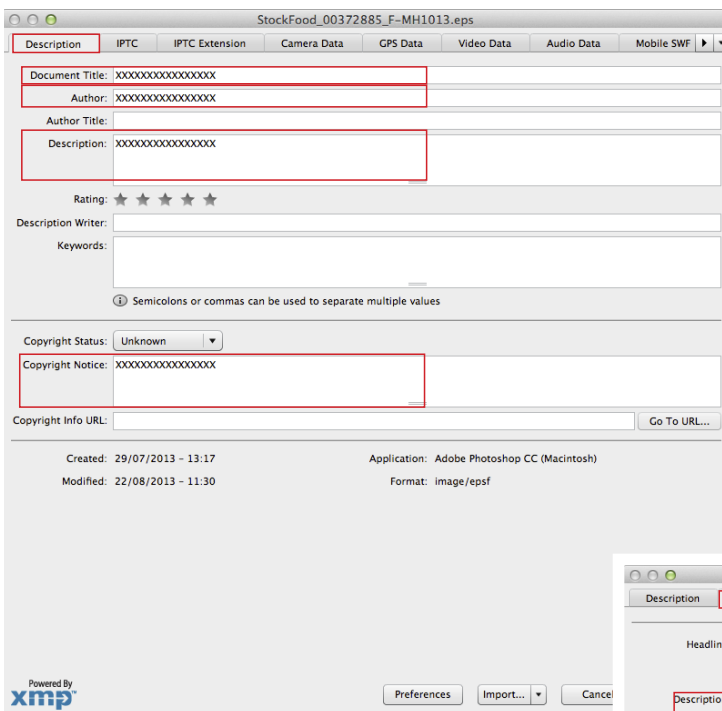
Special characters, spaces, punctuation marks and accented characters are not allowed in the name.

Allowed are: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z / 0, 1, 2, 3, 4, 5, 6, 7, 8, 9 / A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z /

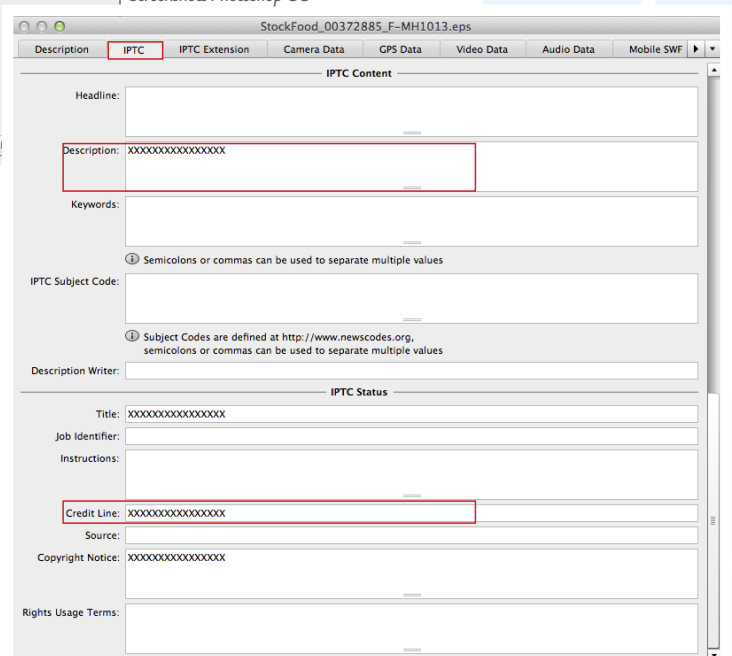
'underscore' and the 'dot' before the extension. **Attention please:** max. 23 signs not including the 'dot' and the 'extension' (max. 28 signs)

Some examples: jv_herftsmode_140613.jpg / mvl_geboorte_111013.jpeg / jvc_parijs_praag_211113.jpg

5. IPTC INFORMATION



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6. THE FOLLOWING IPTC FIELDS SHOULD ALWAYS BE FILLED IN!

IPTC NUMBER/NAME	PHOTOSHOP NAME	XMP NAME	CONTENT	MAX NUMBER CHARACTERS	REMARKS	
5	Title	Document Title	Title	Image name	64	
80	Creator	Author	Creator	Photographer's name	32	
120	Description	Description	Description	Description of the content of the image	2000	e.g. The ministers vote on a new taxation
116	Copyright Notice	Copyright Notice	Copyright Notice	If the copyright status is active, owner of the image	128	
25	Keywords	Keywords	Keywords	Terms or keywords describing the subject	64	Strongly recommendable keywords: - place (city or country) - person or object - event - category
110	Credit	Credit	Provider	Supplier; payment receiver	32	

Production date, correction date and exif-data are saved automatically.

The place of the data can be different depending on the version of Photoshop or other programmes to add IPTC data!

7. DATA EXCHANGE

Electronic data exchange can be done by FTP, portal or email (This has to be done in consultation with the publisher).

The photographer keeps the original RAW file, which can be demanded if necessary.

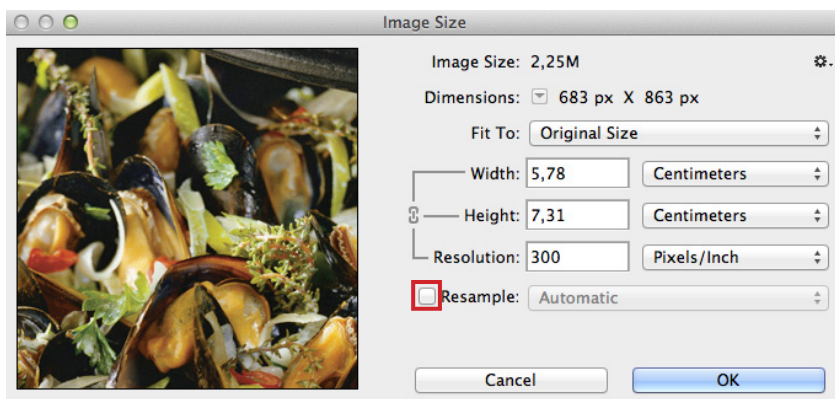
8. IMAGE RESOLUTION AND SIZE

The optimal resolution for shootings is 300 pixels/inch.

This setting is immediately OK if the image is treated in the RAW convertor as described above.

With a shot in JPEG the resolution can be changed in the image size window as described below.

9. EXAMPLE



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When the image is saved after entering the resolution of 300dpi, the image immediately appears with realistic dimensions in the publisher's lay-out.

To recalculate the image pixels you have to turn **OFF** Resample Image.