



Miguel Sanches

Improvements in color communication for graphic designers

Approach

- ▶ change in the production process



Approach

- ▶ change in the graphic design discipline

In order to fulfill the expectations placed upon designers in the future, they will need to employ a set of skills that include some beyond today's typical scope.

Ability to solve communication problems;

Understanding of and ability to utilize tools and technology;

Management and communication skills necessary to function productively in large interdisciplinary teams;

Ability to collaborate productively in large interdisciplinary teams.

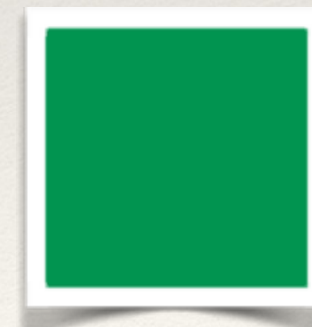
AIGA, 2008

CM Systems

- ▶ International Color Consortium – ICC
 - ▶ create and promote a color management system;
 - ▶ enhance the reproduction of predictable and consistent color between the different available platforms and devices;
 - ▶ currently has the active participation of nearly seventy companies that contribute to the development of management color in its several markets.

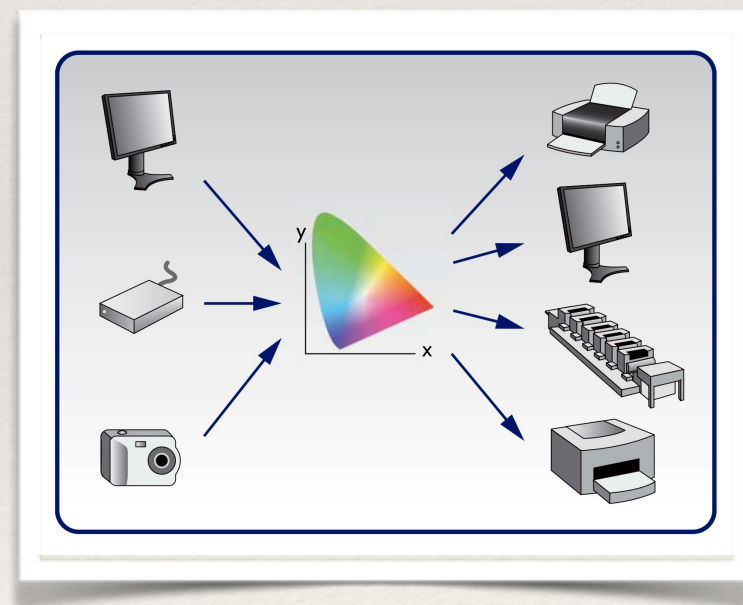
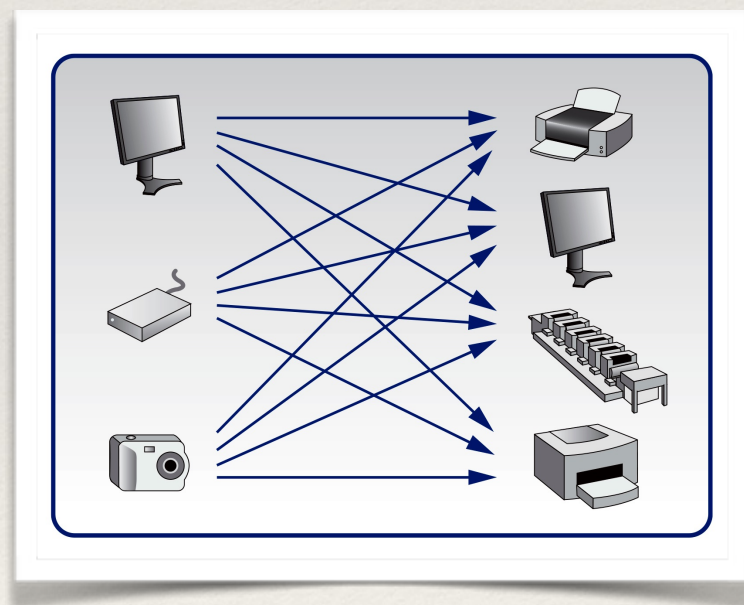
CM Systems

- ▶ Color reproduction is dependent on devices;
- ▶ Numerical values that identify a color, either RGB or CMYK are specific for producing the sensation of **THAT** color on **THAT** device only;
- ▶ Same color values represented in different devices necessarily will produce different results.



ICC Profiles

- ▶ CM systems are designed in order to make the translation of the color data between devices and a device independent connection color space.



Research

- ▶ Riordan 2006
“... lack of standards and specifications for the phase between creativity and performing a color proof...” introducing then “... designers as professionals with little concern for color settings in their software, always giving preference to preset standard parameters.”
- ▶ O’Neil 2007
“... designers and print providers rarely use color management systems, and workflows are often incompatible, meaning tasks have to be carried out in duplicate, increasing the probability of error.”
- ▶ Martin 2010
“Only a small percentage of final files comes to printers with embedded color profiles, and even when this is the case, the print provider ultimately removes them, due to lack of trust in the way they were created.”

Research

- ▶ Developing a tool that can support the activity of graphic designers, particularly with regard to support decision-making for color technical parameters, thus improving the predictability in the reproduction of color;
- ▶ Three technical parameters that any graphic designer should take into account:

Color Settings

PDF presets

Preflight

Research

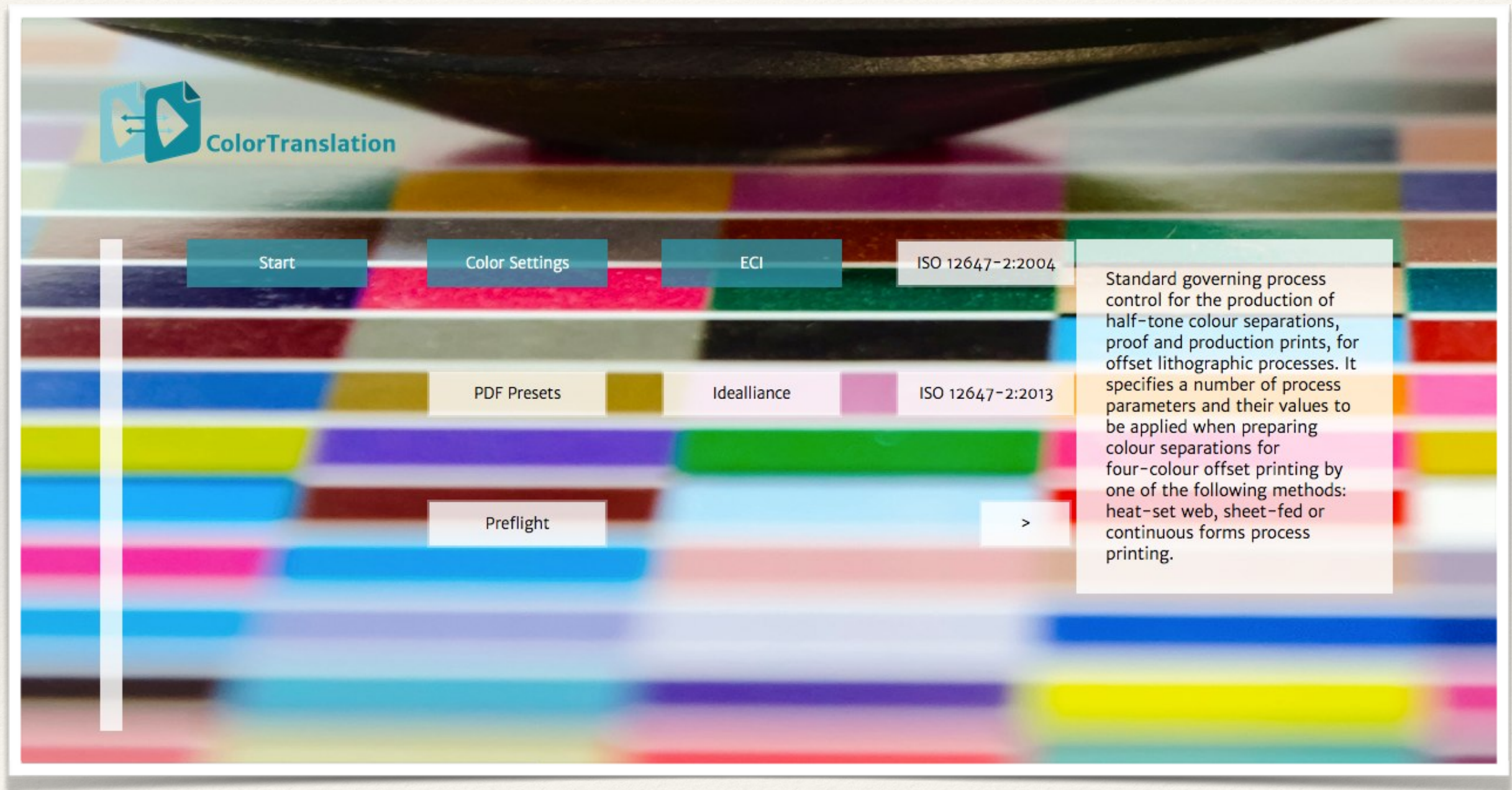
- ▶ Through a small selection of product type options, ColorTranslation tool may indicate the most appropriate settings and provide with a basic set of instructions, and a file with the selected settings;
- ▶ These parameters have been created based on ISO 12647:2013 concerning the control of the process for the production of color separations, color proof and print production.



Research



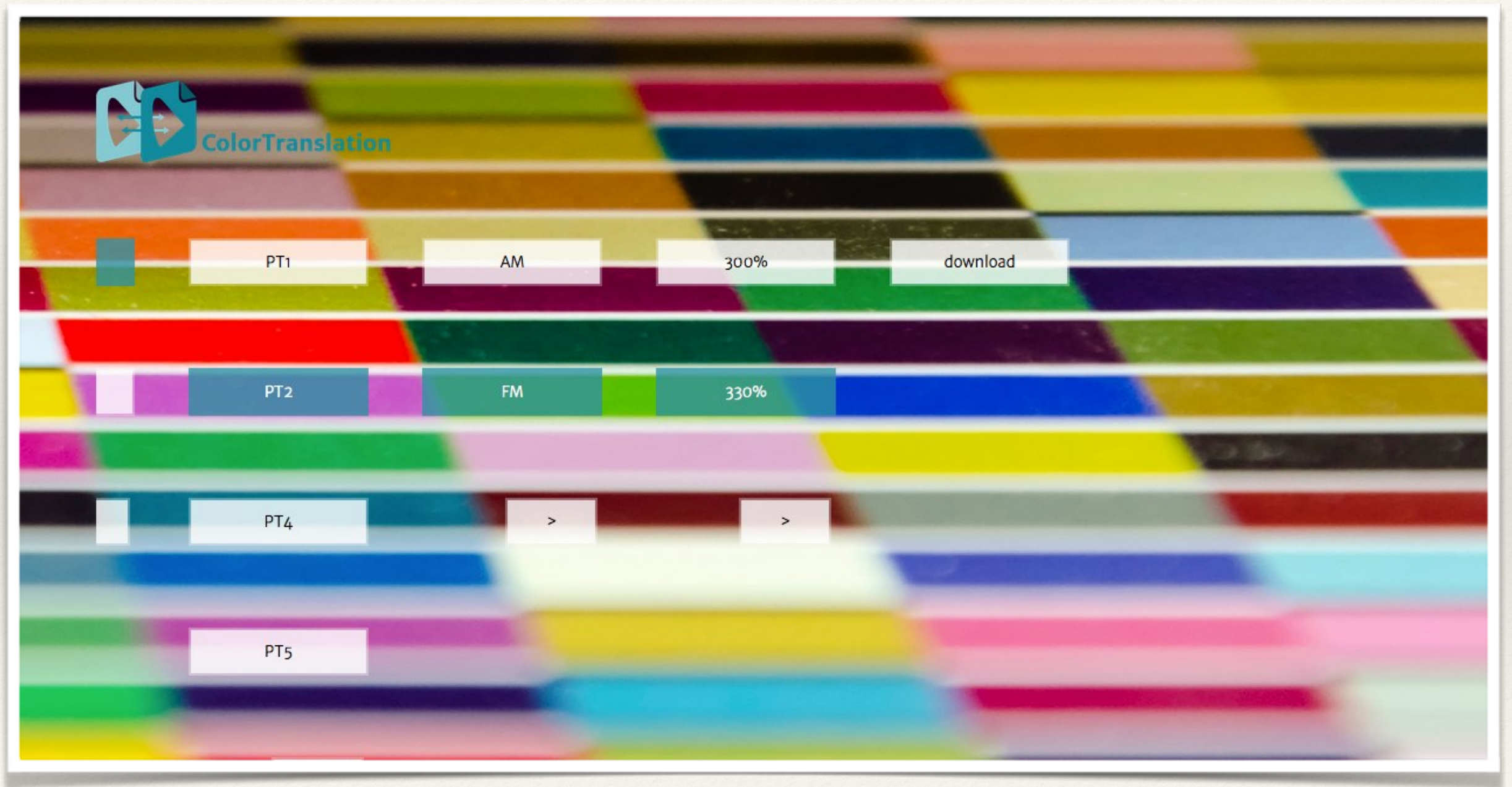
Research



Research

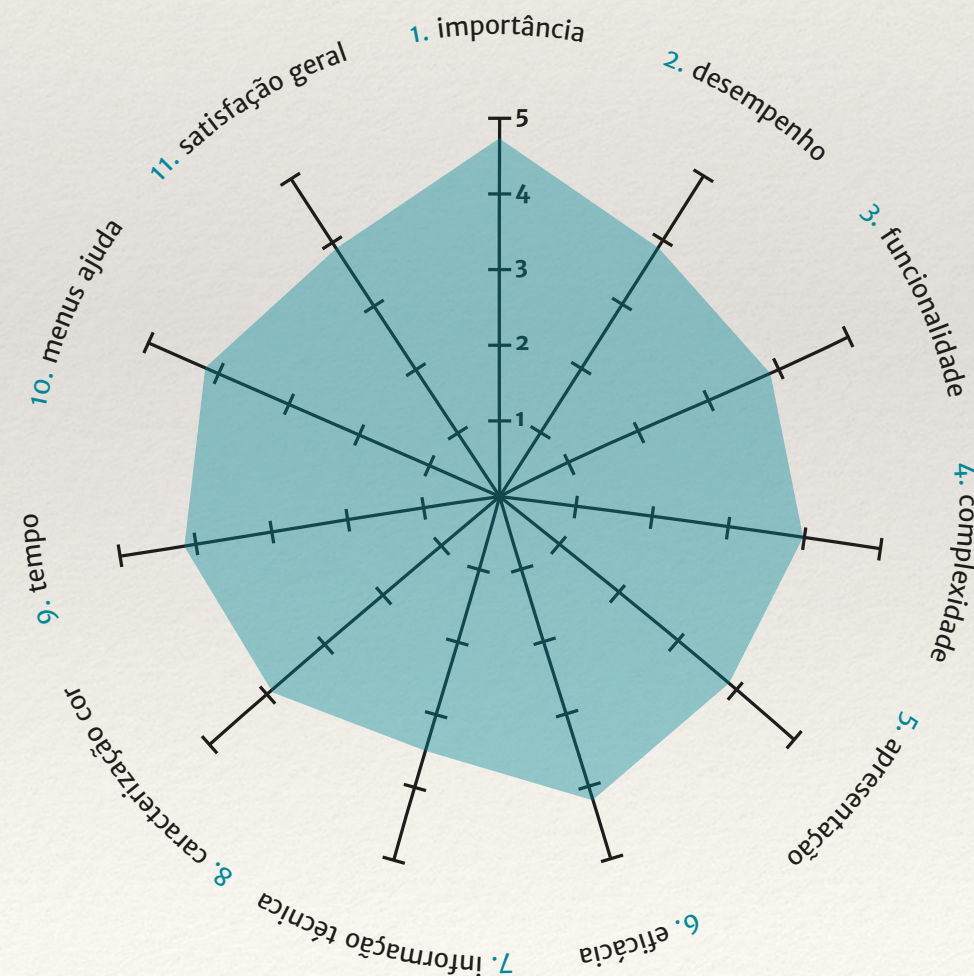


Research



Conclusion

- ▶ ColorTranslation tool as now been validated by a panel of experts in design, color management and digital workflows.
- ▶ Soon available in: www.colortranslation.ipt.pt



Conclusion

- ▶ It is possible to build tools that help graphic designers to make decisions without having to employ a long time looking for the best solutions;
- ▶ Successful color reproduction depends directly also on the cooperation between different process participants and the correct communication between them;
- ▶ Color cannot be regarded as unique, it has to be interchangeable. To do this we have to work in a standard workflow that can ensure predictability of color and be able to meet the expectations of all.