

Community Postcard Project

Sponsored by Pro Photo Supply and Hahnemühle Paper



Presented by Mark Fitzgerald ~ mark@ddroom.com ~ 503 977-2400

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Basic Meeting Controls

Your microphone and camera **are off** by default when you join the meeting. You can turn on your video camera if you like (if you have one) but please leave your microphone muted.

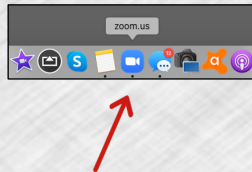


After the meeting begins, you can press and hold the **space bar** to temporarily unmute your microphone to ask questions and make comments.

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Locating Zoom if You Lose It

If for some reason you lose track of our meeting on your screen, go to the dock bar at the bottom of your screen where apps are shown and **click the Zoom icon**.



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Introductions

Suzie Gotis

Community Engagement & Social Media

Pro Photo Supply

Veronica Cotter

Education Development USA and West Coast Sales Manager

Hahnemühle Paper

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The Store & Photo Lab hours are Monday - Saturday 10am-4pm
Rental is open Monday-Friday, 10am-4pm.

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DIGITAL DARKROOM

Lightroom & Photoshop Training & Support with Mark Fitzgerald

TRAINING SUPPORT CLASSES TESTIMONIALS CONTACT MORE **EMAIL LIST**



Private Training

Private training in-person or online. Get your questions answered and learn exactly what you need to know to take your photography to the next level.



Lightroom Support

Lightroom is an intuitive program, but that doesn't mean it's easy to use. Small mistakes can lead to major headaches. If you need help sorting out your Lightroom catalog, I can help with live online support.



Online Classes

Live online classes that enable you to learn from home while still being able to ask questions. I offer a wide range of Lightroom and Photoshop classes designed to help photographers improve their workflows.

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21

May



Community Postcard Project

Postcards have long been a way for people to connect with an update on the quoti...

🕒 01:00 PM - 02:30 PM

REGISTER

23

May



Introduction to Lightroom Classic - ONLINE

If you are new to Lightroom Classic, this class is for you. You'll get a bird's-...

🕒 10:00 AM - 01:00 PM

REGISTER

30

May



The Fine Art of Printing with Lightroom Classic - ONLINE

Today's photographers are truly fortunate to have so many options when printing ...

🕒 10:00 AM - 01:00 PM

REGISTER

04

Jun



Setting up your Canon Camera for Live Video

Learn how to take your web conferences and live chats to a higher level by using...

🕒 11:00 AM - 12:00 PM

REGISTER

06

Jun



How to Create a Custom Photo Book Using Lightroom Classic

If you've been wanting to create your own photo book of a project, trip or event...

🕒 10:00 AM - 01:00 PM

REGISTER

09

Jun



Free Virtual One-On-One Session with Sony

Sign up for a free one-on-one virtual training with a Sony Technical expert to g...

🕒 09:00 AM - 03:30 PM

REGISTER

11

Jun



Beyond the Manual: Nikon Z Series

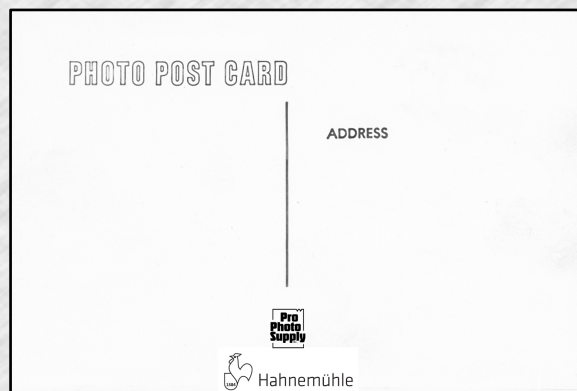
Come and explore the exciting Nikon Z 6 / Z 7 cameras with us! Nikon Professiona...

🕒 03:00 PM - 04:00 PM

REGISTER



Download the Template



<https://www.ddroom.com/class-handouts/>

Postcard Workflow

1. **Edit** your photo to look its best.
2. Download the Photo Rag® Baryta **profile** from Hahnemühle.
3. Setup **LRC or PS** to print appropriate size and paper type.
4. Cut a piece of **test paper** to 4x6 size and print a test to check alignment. (It can be plain paper or other photo paper.)
5. Print the **back of the postcard** on the non-coated side of the paper. (One card you receive will already have it printed.)
6. Print the **front of the postcard** on the coated side, using color management in LRC or PS.
7. Let the **card dry** a few minutes before writing on the back.
8. **Mail it** to Pro Photo Supply!

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Get the ICC Profile

- ✓ An ICC profile describes a device's characteristics, such as its gamut. A profile **helps to accurately translate** the color you see on your monitor to the printer. (Device dependent color spaces.)
1. **Download** the profile for Hahnemühle Photo Rag® Baryta:
<https://www.hahnemuehle.com/en/digital-fineart/icc-profile/download-center.html>
 2. **Install** the profile on your system (see next slide) or go here: <https://www.hahnemuehle.com/en/digital-fineart/icc-profile/installing-profiles.html>
 3. **Restart** LRC or PS after installing profile.

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Installing ICC Profiles

- ✓ When you download profiles, you'll need to install them.
- ✓ **Mac:** Profiles use icc extension. Copy the profile to the following location
 - *System\Library\ColorSync\Profiles.*
- ✓ **Windows:** Profiles use icc or icm extension. Right-click on the profile and select Install Profile. If a dialog opens, choose the following location.
 - *C:\windows\system32\spool\drivers\color.*

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Postcard Dimensions

- ✓ Postcard paper measures 4 x 5.9 inches.
- ✓ Keep in mind they have rounded corners so it's best to not try to print borderless.
- ✓ With a bit of border, a good printable area is 5.4 x 3.5 inches.

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Lightroom Print Module Setup

- ✓ Choose **Single Image/Contact sheet** in Layout Style panel.
- ✓ Select **Zoom To Fill** in the Image Settings panel.
- ✓ Set your page size to 4x6 borderless. On the left, click the **Page Setup button (Mac), Print Settings (Windows)**. Check the **orientation** is landscape here too.
- ✓ Zero-out **Margins** in Layout panel. (All set to 0)
- ✓ Use the **Layout panel** in the Print module to set the cell size to Height = 3.5 and Width = 5.4.
- ✓ **Print a test** of your image on test paper and then make adjustments to Margins to compensate for any alignment problems.

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Lightroom Print Job Settings

- ✓ **Print Resolution:** 240 works fine for raw files. Otherwise 300 works just fine.
- ✓ **Print Sharpening:** Choose Glossy and Standard.
- ✓ **16-Bit Output:** Improves precision of the printer driver when working with high-bit images.
- ✓ **Color Management:** Choose the Photo Rag® Baryta ICC profile.
- ✓ Click the Printer button to setup the printer driver software.

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Printer Driver Settings

- ✓ Click the Printer button or Print Settings button in Lightroom's Print dialog to open the printer driver.
- ✓ **Mac and Windows** dialogs are different.
- ✓ **Color Settings:** On Windows make sure color correction is turned off. (Usually off by default in Mac when using profiles in Lightroom.)
- ✓ Choose the **media/paper type** that correlates to the profile you specified in Lightroom.
- ✓ **Choose a Paper Source:** If you are using a thick paper be sure to choose the correct paper feed. Beware that small paper won't always fit in the manual feed. If this is the case you can pick a different type of paper in the paper driver.

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Photoshop Printing Setup

- ✓ Open your photo in Photoshop and use the Crop tool to crop it to Width = 5.4 Height = 3.5.
- ✓ Choose *File > Print* to open Print dialog.
- ✓ Use the **Print Settings** button at the top to set paper size and paper type in the printer driver.
- ✓ **Color Management:** Choose Photoshop Manages Colors and then choose the Photo Rag Baryta profile. Select Send 16-bit Data and select Black Point compensation.
- ✓ **Position and Size:** Choose Center for Position and turn off Scale to Fit Media. Use the Top and Left adjustments if you need to fine-tune centering.

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Potential Problems?

- ✓ Printing image on wrong (uncoated side). The coated side of the paper is shiny and tacky.
- ✓ 4x6 paper may not fit through the correct paper feed. Remember that this is usually chosen automatically by the printer driver when you select a paper type.
- ✓ Alignment issues. Work with margins to adjust.

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Hahnemühle

PAPER MAKES THE DIFFERENCE

**ADD TO THE STORY BY TAGGING
US WITH A PHOTO OF YOUR
POST CARD**



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***Final
Thoughts &
Questions***

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