



# WORKFLOW

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# WORKFLOW

**Scan/Capture:** Original artwork digitally captured using the latest in 5x4 inch scanback technology from Betterlight. Coupled with high quality large format camera and lenses our capture system produces images of unrivalled colour accuracy and sharpness. Capture service includes editing and colour proofing.

Photographic film digitised to the highest standard. 35mm -5x4 inch film scanned at up to 5400 optical dpi and 16 bit colour depth.

**Edit:** Digital editing can be carried out on supplied files or scanned photographic film. Noise reduction, grain and dust removal can be hand applied to produce the highest quality file ready for printing or archiving.

**Proof:** Proofing enables the artist or photographer to view how a final print will look. Proofing is included in our capture service price otherwise proofing is available for submitted files or scanned photographic film for a fee.

**Print:** Using a combination of pigment based inks, quality paper stock and U.V coatings, our digital prints exhibit high colour accuracy, smooth tonal detail and sharp image definition whilst ensuring archival qualities.

# Digital Capture, Proofing & Set-up Of Original Artwork

**Oxford Giclée & Photographic Centre accepts no responsibility for copyright, it is the sole responsibility of the customer to ensure that no copyright infringement occurs. Oxford Giclée will not digitally capture or print any work for which copyright has not been attained.**

## **Digital Fine Art Capture/Scan:**

Using the latest in digital photographic techniques and technology we are able to digitally reproduce original artworks for archiving, limited edition archival print runs and publication etc. By combining a large format camera with the latest in large 5 x 4 inch digital scan back systems from Betterlight, we are able to capture the full colour and tonal range of the original and ensure its colour accuracy and consistency through to printed output. High quality optics coupled with the scan backs super high resolution mean your brushstrokes will be captured with pin sharp definition whilst all the impasto qualities will still retain their original emphasis.

Our use of HID lighting and special filtration techniques mean we can achieve reflection free digital reproductions of oils, acrylics and glazed works.

Our purpose built studio is specifically designed for the high demands of digital fine art reproduction.

## **Set-up & Standard Proofing:**

After initial capture, colour correction and assessment by ourselves a proof is printed at A4. This proof is viewed under our colour correct iso compliant lighting by both the artist and ourselves. If the proof is approved it will be signed off and a digital file will be archived for output.

If the artist decides that further corrections are needed to obtain the desired result, both the artist and our technicians will discuss what adjustments are to be made and a second proof is printed. The image will be archived or printed when a proof has been approved and signed off. This is the best method of ensuring the digital file is a faithful reproduction of the original artwork.

The proofing process is necessary to the artist and printer because of the degree of difference between viewing conditions (monitors etc) and output methods. The proof also stands as an archive for future reference to ensure consistency throughout printing and reprinting irrespective of the time between prints.

**Digital capture of original artworks up to 48 x 48 inches: £50 EXC VAT**

**Digital capture of original artworks larger than 48 x 48 inches: Please contact us to discuss details.**

Our Digital Capture service includes digital capture of original artwork, colour and tonal correction and two A4 proofs.

**Extra proofs: £5 EXC VAT per proof.**

[Press here to view samples of digital capture and to view in-depth information regarding digital fine art reproduction on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# Photographic Film Scanning.

OGPC can digitise photographic film from 35mm to 5x4 inches up to an optical resolution of 3200 dpi and 35mm up to 5400dpi, creating pin sharp images with smooth tonal gradation. Scans are saved in Tiff format and in the Adobe RGB colour space even if the scans are monochrome.

Images burnt to CD/DVD £5 per disc **Excluding VAT**

## Colour Transparency/Negative scanning

<u>35mm</u>	<u>8Bit</u>	<u>16Bit</u>
1-9	£5	£7
10-19	£4	£6
20-30	£3	£5
30+	£2	£4
<u>120-220</u>	<u>8Bit</u>	<u>16Bit</u>
1-6	£8	£9
7-12	£7	£8
13-18	£6	£7
19+	£5	£6
<u>5x4</u>	<u>8Bit</u>	<u>16Bit</u>
1-3	£9	£10
4-6	£8	£9
7+	£7	£8

Prices are per scan **Excluding VAT**

Scans are unedited and will be supplied to the customer un-cropped, un-colour corrected etc.

Rush fee 200%.

Editing of scans is available on request, see relevant section.

## Black+White Negative scanning

<u>35mm</u>	<u>8Bit</u>	<u>16Bit</u>
1-9	£5	£7
10-19	£4	£6
20-30	£3	£5
30+	£2	£4
<u>120-220</u>	<u>8Bit</u>	<u>16Bit</u>
1-6	£8	£9
7-12	£7	£8
13-18	£6	£7
19+	£5	£6
<u>5x4</u>	<u>8Bit</u>	<u>16Bit</u>
1-3	£9	£10
4-6	£8	£9
7+	£7	£8

Prices are per scan **Excluding VAT**

Scans are unedited and will be supplied to the customer un-cropped, un-colour corrected etc.

Rush fee 200%

Editing of scans is available on request, see relevant section of this brochure or visit [www.oxfordgiclee.co.uk](http://www.oxfordgiclee.co.uk)

[Press here to view in-depth information regarding scanning photographic film on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# Digital Editing Of Supplied Files Or Scanned Photographic Film

If you are using our digital capture service then all editing is included within the capture fee. These prices only relate to supplied files or scanned film.

Our technicians use the latest digital software to edit digital image files ready for printing or archiving. Editing involves cropping, colour correction, tonal correction, noise reduction, image scaling (if needed) and dust and scratch removal applied to create the highest quality possible. All aspects of editing are carried out by hand. We do not use software's crude Auto features to edit. Proofing of edited files is available subject to a set-up fee. Please see Set Up & Proofing of Giclée Prints from supplied files.

## Digital editing/restoration

Per hour £30 **Excluding VAT**

## Noise reduction

High quality digital noise reduction can be applied to digital files separately from any other editing.

Price per image £5 **Excluding VAT**

## Increasing image file resolution/size

High quality re-scaling can be applied to digital files separately from any other editing. Up-scale images by up to 500%.

Price per file £5 **Excluding VAT**

[Press here to view in-depth information regarding digital editing and restoration on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# **Set Up & Proofing of Giclée Prints From Supplied Files.**

**Oxford Giclée & Photographic Centre accepts no responsibility for copyright, it is the sole responsibility of the customer to ensure that no copyright infringement occurs. If you do not own the copyright then we will not print the file.**

The proofing process is necessary to the (digital) artist and printer because of the degree of difference between viewing conditions (monitors etc.) and output methods. The proof can also be archived for future reference to ensure consistency throughout printing and reprinting irrespective of the time between the original prints.

These are the two forms of proofing available with the printing service.

## **In House:**

Only select this proofing if you are confident of how your file will look when printed on the chosen media as a proof will not be sent for approval. This method is not subject to any charge. We do not apply any editing to the supplied file, we print it as is. This option represents a quicker turnaround time from receipt of image file.

## **Set up & Standard Proofing:**

After initial assessment by ourselves, a proof is made (Approx- A4). This printed proof is viewed by the artist in our dedicated proofing set-up or sent to the artist to view before any further colour correction takes place. If the printed proof is approved then it's signed and finalised for printing. If whilst viewing the proof further adjustments are deemed necessary by the artist then alterations are discussed and a form is completed stating the alterations needed. This form is signed by the artist. Further adjustments are then carried out. A new proof is printed and readied for approval. The job will be printed when a proof has been approved by the artist and signed off. This is the advised method as the artist will be able to see exactly how their image will look when printed.

**The cost of initial set up and up to 2 proofs £20 ex Vat (when supplying file for print/not applicable to artwork captured in-house.)**

Extra Standard Proofs are available subject to a charge of £5 ex Vat per proof.

Please specify which proofing method is required.

[Press here to view in-depth information regarding colour proofing on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# Notes on Colour Management For Submitted Digital Files.

**Oxford Giclee & Photographic Centre accepts no responsibility for copyright, it is the sole responsibility of the customer to ensure that no copyright infringement occurs. If you do not own the copyright then we will not print the file.**

To ensure that we, the printers, can faithfully reproduce the colours and tones found in submitted digital files, there are certain steps that need to be followed by the artist/submitter.

The most important step to digital colour consistency is to build a unique profile for your monitor and graphics processor combination. The only way to do this is to buy a monitor calibration package such as those from Gretag Macbeth, Pantone or other manufacturers. The calibration package will create a colour profile that ensures your monitor displays colours and tones accurately by measuring a set range of colours at various tonal values and referencing them to a set of industry standard measurements and adjusting them accordingly. Be sure that you tell the calibration software to build a profile for D50 (5000K) lighting. Print viewing booths are calibrated to D50, the widely used industry standard, and monitors should be the same. This profile becomes the monitors default.

Many image editing software packages have colour preference menus which need to be adjusted. (Photoshop version 5 or lower are not colour managed.) Locate this menu in your preferred software and set the preferences so that the working colour space is Adobe RGB, the industry standard RGB. Any editing must take place after you ensure that you are working in the AdobeRGB colour space. All files must be saved with the Adobe RGB profile. Do not embed a printer icc profile.

For the best quality reproductions all files should be saved as TIFF at 300 dpi or more. Do not apply any compression to TIFF files as this reduces quality.

By adhering to these standards the colour and tonal range of your digital file will remain consistent when viewed and edited upon your workstation, through to final output upon our printers. We print from your file "as is", no editing or colour work will take place on the file unless this was requested and quoted for.

We do not accept match prints to work from because of the issues/variables within colour management in a digital workflow.

[Press here to view in-depth information regarding colour management and file quality for submitted files on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# Digital Printing

## Digital Giclée Printing On Fine Art & Photographic Paper

	<b>A4</b>	<b>A3</b>	<b>A2</b>	<b>A1</b>	<b>A0</b>
1-10	£7	£12	£21	£42	£76
11-30	£5	£10	£17	£35	£63
31-50	£4.50	£9	£16	£34	£62
51-100	£4	£8	£15	£33	£61

Prices are per print EXCLUDING VAT.

Custom size prints available. Please contact us for prices.

Prints up to 44 inches wide.

## Digital Giclée Printing On Canvas

<b>A4</b>	<b>A3</b>	<b>A2</b>	<b>A1</b>	<b>A0</b>
£25	£45	£85	£100	£157

Prices are per print EXCLUDING VAT.

Choice of image wrapped around the edge of the stretched canvas (Gallery Wrap) or plain edges.

Stretcher bars are available in depths of 28mm and 40mm.

Custom size prints available. Please contact us for prices.

[Press here to view in-depth information regarding digital giclée printing on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

## Custom ICC Profiles For Inkjet Printers

Single ICC profile for one specific ink/paper/printer combination £14.99 INCLUDING VAT.

[Press here to view in-depth information regarding custom ICC profiles on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)

# Mounting And Lamination

Oxford Giclée & Photographic Centre can mount prints and artwork traditionally, but we also offer the artist the choice of mounting and laminating prints upon a wide range of substrates. Aluminium panels and Foamex board are popular choices.

Our mounting and lamination process does not need heat to mount, we only use cold presses so you can be safe in the knowledge that your work will not degrade.

Lamination can be applied separately from mounting.

**These prices exclude the price of the actual print.**

## Mounting

Size	Foamex 3mm	Foamex 5mm	Aluminium
A4	£10	£12	£25.53
A3	£12	£15	£34.04
A2	£14.50	£19	£59.58
A1	£25	£28	£102.13
A0	£40	£45	£200

Prices **Excluding VAT**

## Lamination

Size	Matte Seal	Gloss Seal	Semi-Gloss Seal
A4	£5	£5.80	£5
A3	£7	£7.50	£7
A2	£9	£9.50	£9
A1	£11	£12	£11
A0	£17	£18	£17

Prices **Excluding VAT**

**Example:** To have an A4 print mounted onto 3mm Foamex and finished with a Matte seal would cost, £8 for an A4 unproofed print + £10 to mount to 3mm Foamex + £5 for the lamination= £23 **Excluding VAT**. Please contact us with any questions.

All mounting and laminating is carried out using Cold Presses, no heat is applied in either process.

[Press here to view in-depth information regarding mounting and lamination on www.oxfordgiclee.co.uk.](http://www.oxfordgiclee.co.uk)