



# WORKFLOW

OGPC

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# 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 approx 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, the alterations needed will be discussed and a second proof containing these alterations will be 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

## 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.

Scans can be saved as DNG format files upon request.

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

## Monochrome & Colour Transparency/Negative scanning:

35mm	8Bit	16Bit
1-9	£5	£7
10-19	£4	£6
20-30	£3	£5
30+	£2	£4

120-220	8Bit	16Bit
1-6	£8	£9
7-12	£7	£8
13-18	£6	£7
19+	£5	£6

5x4	8Bit	16Bit
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 PDF.

# Digital Editing Of Supplied Files Or Scanned Photographic Film

If you have had your original artwork captured by us then all colour editing is included in the capture price. These prices are only relevant to editing/restoration of supplied files or scanned film.

Digital image editing or restoration has created the need for new skills when it comes to digitally processing the image ready for output. Many editing software packages offer quick fix or auto image restoration. This is not advised for exhibition quality work. The only way to ensure that maximum quality is carried throughout the imaging workflow is to apply editing by hand.

We can apply a wide variety of corrections including dust & scratch removal, cropping, colour correction, tonal correction and dodge & burn techniques.

Editing can be applied to customer supplied files, scans produced by us or even treasured old album photographs that need to be restored.

Please ensure that supplied files are of high quality. 8bit or 16bit TIFF files with the highest possible resolution your hardware and software permits.

This is a highly individualised service and is by arrangement only. Please contact us to discuss requirements and editing techniques.

## **Restoration Of Old Photographic Prints Or Photographic Film: £30 per hour Excluding VAT**

Old and damaged photographic prints or negatives/slides can hold cherished memories and deserve to be cared for. Our digital restoration service can clean and repair old photographs or negatives/slides producing an archivable digital copy that is ready for printing or storage.

Water stains, tears, cracks/scratches and colour fading affect all traditional photographic prints. The chemicals used to produce photographic prints start to deteriorate after 20 years, just look at an old colour slide from the 1970's and you will see a clear shift in the colour. Digital image restoration followed by digital printing will ensure that your precious images will live on forever. The digital file produced by scanning and cleaning the damaged images will last for many years as long as the physical media (CD or DVD) does not deteriorate. Regular ongoing backups should be made of your files. These ongoing backups should mean that your files will be safely stored forever. If you would like prints made from your restored images then our giclée prints are of the highest quality. Through a careful use of archival quality pigment inks and acid free paper/canvas our prints should have a lifespan of 100 years or more under the optimum viewing conditions.

Once completed the files will be burnt to a CD or DVD at a charge of £5 per disk 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 Or Scanned Photographic Film

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## Why Do You Need To Colour Proof Your Files?

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. A proof will be printed on the same media as any final prints. By viewing the hard proof you can see exactly how your prints will look. The proof will be archived for future reference to ensure consistency throughout printing and reprinting irrespective of the time between the original prints.

## How We Colour Proof Supplied Files:

After initial assessment by ourselves, a proof is made (Approx- A4) on the same media as the final prints. This proof is viewed by the artist and ourselves in our dedicated proofing area in our office. Our proofing area is illuminated by industry standard colour balanced lighting. The lighting set up we use for proofing complies with ISO 3664:2000, ensuring proofing takes place within a properly lit area of the correct colour spectrum to eliminate any colour casts as seen when using tungsten or fluorescent lighting. If the proof is to the artists liking then an approval form is signed to state that the proof has been approved and printing can commence. All signed approval forms are stored alongside the proof for any future reference. If the proof needs some adjustment to reach the desired results then changes are discussed and noted. The changes are signed by the artist and the next proof will reflect these requested changes. The job will be printed when a proof has been approved by the artist.

If viewing in our dedicated proofing area is not achievable then remote proofing is an option. A printed proof is sent to the artist to view. A signed approval form and the proof are returned to us for archiving if the proof is accepted. Any adjustments needed to reach the desired result should be sent to us via email or written clearly and posted to us along with the proof. Further adjustments are then carried out. A new proof is sent to the artist for approval. The job will be printed when a proof has been approved by the artist.

To ensure colour consistency, our colour managed workflow is set to the same specifications of colour temperature.

**Initial set up and 2 proofs:** £20 Excluding Vat (when supplying file for print/not applicable to artwork captured in-house.)

**Extra standard proofs:** £5 Excluding Vat per proof.

# Guidelines For Supplying Digital Files

**File naming:** You may use your own file naming schema. Please make sure all files are clearly labelled.

Multiple files submitted for different sized prints should be labeled with the appropriate size, e.g.. File1A4.tif

**Image resolution:** We request that submitted images have a resolution of 300 pixels per inch with the image at the actual height and width settings that will be used in print. If you would like your file printed at a larger size than the resolution will allow we can upscale submitted files but we require the largest file you have in order to maintain quality.

**Image colour depth:** If you have the image at 16 bits per channel, please submit that; otherwise 8 bits per channel will be fine.

**Embedded ICC profile:** If you have edited your file in a colour space other than Adobe RGB (1998) please make sure that the colour space profile is embedded. Do not embed a printer profile. If you have edited your file in Adobe RGB (1998) color space please make sure this profile is embedded.

**Sharpening:** Please do not apply any digital sharpening or use the Unsharp Mask filter within your digital editing software. We will apply the correct amount of sharpening to suit the printing media used.

**File format:** Please deliver the image files to us in TIFF (.tif or .tiff) format. TIFF files will ensure the highest quality prints are produced. We can accept JPEG (.jpg) format files if they are of sufficient quality.

**File transfer method:** We prefer that your images be delivered to us digitally via Web upload or on DVD/CD or USB storage.

Files can be uploaded via our website [www.oxfordgiclee.co.uk/Proof/fileuploading.html](http://www.oxfordgiclee.co.uk/Proof/fileuploading.html)

CD or DVDs should be posted via a secure and trackable method. Digital files can be delivered to our offices in person.

If you have any queries regarding the saving and delivery of digital image files for digital printing please contact us.

# Digital Printing

## Giclée fine art and photographic printing on archival heavyweight media:

Quantity	A4	A3	A2	A1	A0
1 - 10	£5.63	£11.26	£22.52	£45.09	£90.26
11 - 50	£5.19	£10.37	£20.74	£41.53	£83.14
51 - 100	£4.81	£9.61	£19.22	£38.49	£77.05
101+	£4.48	£8.96	£17.91	£35.87	£71.80

Prices are per print EXCLUDING VAT.

Sizes quoted are for illustration purposes. We are able to print any size upto 44 inch x 15 metres. Please contact us for alternative sizes and prices.

To qualify for quantity discounts, prints must be ordered in one go.

## Giclée canvas printing:

Quantity	A4	A3	A2	A1	A0
1 - 10	£10.56	£21.12	£42.23	£84.57	£169.28
11 - 50	£9.60	£19.20	£38.39	£76.88	£153.89
51 - 100	£8.80	£17.60	£35.19	£70.47	£141.06
101+	£8.12	£16.24	£32.49	£65.05	£130.21

Prices are per print EXCLUDING VAT.

Sizes quoted are for illustration purposes. We are able to print any size upto 44 inch x 15 metres. Please contact us for alternative sizes and prices.

To qualify for quantity discounts, prints must be ordered in one go.

Prices shown are for supplied digital files and do not include any proofing. If you wish to produce prints from original artworks you must first use our Digital Fine Art Reproduction service to produce a digital file of your artwork or supply an appropriate file.

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

# Digital Photographic Printing

## Digital photographic printing on gloss or semi gloss media 250gsm:

Quantity	A4	A3	A2	A1	A0
1 - 10	£2.80	£5.39	£10.59	£21	£41.83
11 - 30	£2.32	£4.45	£8.70	£17.22	£34.26
31 - 50	£2	£3.80	£7.39	£14.60	£29.02
51 - 100	£1.76	£3.32	£6.43	£12.68	£25.18
101+	£1.60	£3	£5.81	£11.43	£22.68

Prices are per print EXCLUDING VAT.

Sizes quoted are for illustration purposes. We are able to print any size upto 44 inch x 15 metres. Please contact us for alternative sizes and prices.

To qualify for quantity discounts, prints must be ordered in one go.

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