



FROM DIGITAL IMAGE TO PRINT (CLICK2PRINT)

Getting into the world of printing can feel a bit daunting.

This information sheet will hopefully demystify the process and give you information about how to print your image, the process of mounting your prints, and recommended stockists used by other club members.

WHAT SORT OF PHOTOGRAPHIC IMAGE MAKES A GREAT PRINT?

Consider the following questions:

What's the purpose of the print? E.g. for your wall at home or for a photographic competition?

What do you like about the image?

For Competition: Select a photo that stands out for its quality and originality, ignore personal sentimentality towards the image.

When deciding which image to print consider the following elements:

- **Impact**
- **Composition**
- **Lighting**
- **Technical excellence**
- **Colour balance**
- **Creativity – is the image creative? Imaginative? Stylised? Tell a story?**

IMPACT: *What's the immediate impact of the image? What emotion or mood does it evoke when you and others look at it? E.g. laughter, sadness, anger, pride, wonder or another intense emotion.*

COMPOSITION: A great composition holds the viewer in the image and prompts the viewer to look where the photographer intends through use of light, colour and focal point.

Is the focal point of the image sharp? How have rule of thirds and leading lines been used to create visual balance and guide the viewer's eye through the image.

LIGHTING: *How does the light enhance the image? How has the light been controlled in the image to create dimension, shape and form?*

TECHNICAL EXCELLENCE: *Is the image sharp in the right places? Exposed correctly: No blown highlights or overly dark shadows.*

COLOUR BALANCE: *Do the tones work together well and enhance the emotional appeal of the image? Colour balance can bring harmony to an image. Colour balance is not always harmonious and can be used to evoke diverse feelings for effect.*

CREATIVITY: How is the image creative or imaginative? Does the image have individual style or tell a story that draws you into the image?

If your image has these elements - strong technical execution, compelling composition, creative vision and emotional impact...then print it!

TOP TIPS FOR GETTING THE BEST PRINT

- Shoot in **RAW** so that you have maximum detail in the image to work with in Lightroom or other digital enhancing software.
- **Profile** the monitor, the paper and the inks to ensure images print as they look on screen.
- Print an **uncompressed** image such as Tiff or PSD. *ie don't reduce the size of the image*
- **300 dpi (dpi = dots per inch)**
- **Pixel count 2480 x 3500 pixels for A4 Print.** (Formula to work this out the maximum print size for a specific PPI – e.g a 24-megapixel camera, has 6,000 × 4,000 pixels, to work out how big you can print at 300ppi just divide 6,000 pixels by 300ppi and you get 20 inches/50cm).
- Image should be **sharp** in the places you want sharpness eg eyes portraiture / landscape front to back...different image styles will dictate this.
- Right **colour balance**..ensure colours are not over-saturated, no lurid greens in vegetation, correct skin tones, no odd colour casts...
- Choose a **of paper** that will complement your image. Textured or smooth paper? Matte, semi-gloss or gloss? Trial and error.

Images that do and don't work well as prints

- *Most images print well, however, very dark images tend not to be as impactful on printed paper. The image can look great on screen but does not print well.*
- *High-key images usually print well, especially if there is a pop of colour.*
- *Colours to watch for that sometimes can be overly strong when printed – reds, bright yellow or lurid greens*

Now the TECHNICAL INFO: How to turn your image into a good quality print.

To create a good quality print your image needs to be good quality and this means that you need to have enough pixels in your image.

Pixel size chart. (source: <http://www.urban75.org/photos/print.html>)

Printing images - what file size do you need?

A guide to required file sizes for printing out photos

Image size Pixels (Virtual Size of Scans)	Megapixel rating	Print size (inches) at 200ppi	Print size (inches) at 300ppi
640 x 480	0.3	3.2 x 2.4	2.1 x 1.6
1,024 x 768	0.8	5.1 x 3.8	3.4 x 2.5
1,280 x 960	1.2	6.4 x 4.8	4.2 x 3.2
1,504 x 1,000	1.5	7.5 x 5.0	5.0 x 3.3
1,632 x 1,224	2.0	3.3 x 6.1	5.4 x 4.1

2,000 x 1,312	2.6	10.0 x 6.6	6.7 x 4.4
2,240 x 1,488	3.3	11.2 x 7.4	7.5 x 5.0
2,275 x 1,520	3.5	11.4 x 7.6	7.6 x 5.1
2,272 x 1,704	3.9	11.4 x 8.5	7.6 x 5.7
2,590 x 1,920	5.0	13.0 x 9.6	8.6 x 6.4
3,008 x 2,000	6.0	15.0 x 10.0	10.0 x 6.7
4,256 x 2,848	12.1	21.3 x 14.2	14.2 x 9.5
4,536 x 3,024	13.7	22.7 x 15.1	15.1 x 10.1
5,782 x 3,946	22.8	28.9 x 19.7	19.3 x 13.2

So how do you find out how many pixels are in your image?

Hover your cursor on the digital image and the properties should appear in a box including the pixel count. (or right click on the mouse – properties – details)

You can size your image to any size up to A3. This still allows enough room to mount your image.

A4 or slightly larger is usually a good size and if you mount on pre-cut mountboard measuring 40 cm x 50 cm this gives plenty of framing space.

Printing your image

Some members print their own images, others send the digital image to a service who prints it and sends it back or you can collect the print from the service provider:

Member Recommended Services – where to get images printed:

Recommended Service	Contact details	comment
DSCL colour labs	http://dscolourlabs.co.uk/	Cheap prints, post and packaging around £5 so send a bulk order to get value for money. Quick turn around.
Photobox	https://www.photobox.co.uk/shop/prints	Good quality but postage is high so send off a batch of images to get value for money.

Once you have your print, you can choose to have it professionally mounted:

Where to go to get your print mounted:

Recommended Service	Contact details	comment
Ruislip Frameworks	http://www.ruislipframeworks.co.uk/ Ruislip High Street	Costs around £7 – £10 per print

		Around a week to complete
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Or you could mount the print yourself – for this you will need a mounting kit – this can be very simple using a few items or you can purchase a “mounting kit.”

There are lots of ways to mount an image so that it is framed and has a backing. There are lots of different tools that could be used. It is best to follow the guidance given in “the mounting kit” you have or go to Google – “How to mount a photograph for a competition” where you will find lots of demonstrations online

....**Stuck?.....**Don’t forget you can ask a FEPS member for advice and help...

Mounting a Print - Method 1

You will need a Mount Kit. These are bought kits that have rulers and special cutters to enable you to cut bevel edges and straight edges. Each kit recommended below has detailed instructions on how to use them.

Recommended sources	Contact details	comment
All About Framing	https://www.allaboutframing.co.uk/	This warehouse/shop stocks everything you need to know and use for mounting your images. They do demos, you can try out the cutters before you buy, and they have a very wide selection of mount board etc. They deliver or you could visit them at High Wycombe. They also run framing courses and will cut your image mounts for you.
Logan - board and mount cutters <i>(These are the cutters that we use in the Click2print sessions.)</i>	http://www.logangraphic.com/products/mat-cutters/board-mounted-mat-cutters/	Website has a “how to use” video DIY Framing in High Wycombe run courses on mounting and framing – they will also do a demo in how to use the product before purchase – they stock Logan cutters. https://www.diyframing.com/event_viewvenue.cfm?VenueID=8
Longridge - board and mount cutters	http://www.longridge.co.uk/mountcutters.aspx	Website has a “how to use” video

Ruler, sharp knife, glue/tape	See Tom's method above)	
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The mount should be large enough to balance and support the picture, and the texture and colour should complement the overall tone of the photo. If in doubt use plain white.

The maximum mount size is 40cm x 50cm, the image can be presented in landscape or portrait format.

1. Decide how you want your image to be mounted – portrait or landscape?
2. Measure each side of the print:
Longest side = X
Shortest side = Y
3. Using the BACK of your mountboard to make notes in pencil, subtract the Longest side measurement from 50cm (the board length) $50 - X = A$
4. Divide A by 2 which will give you two even measurements for your frame. (Recommend noting these on your mountboard.
5. Subtract the Shortest side Y from 40cm (the mountboard width) $40 - Y = B$
6. Divide B by 2 to get two even measurements for your frame.

NOTE: you can position your image nearer the top of the image and have a longer bottom edge – just adjust your measurements accordingly.

7. Set the ruler on the cutter to the size for one of your measurements.
8. Ensure the mountboard is square and flat, buttress up to the ruler and draw a line to mark this measurement down the mountboard.
9. Repeat 8 for the other three sides.
10. You should now have your frame outline drawn in pencil on the back of your mountboard.
11. Place a long piece of old mountboard/card on your cutter. (Protector) Match up the ruler measurement with your line e.g. line drawing of 7cm depth/ruler set at 7cm
12. Place your mountboard on top of the protector card, ensure your mountboard is square.
13. Set your stoppers at the start and end points of your lines using the marker on the bevel cutter to match.
14. Engage the cutter and press firmly in one smooth action to the end stopper.
15. Check that the cutter has cut cleanly through your mountboard – if not do another cut.
16. Repeat steps 11 – 15 for all three sides.

If you would like to have a small part of the photo paper your image is printed on showing, then add an extra 5mm to your measurements before marking and cutting.

Method 2: A SIMPLE WAY TO MOUNT PHOTOGRAPHS (Kindly supplied by Tom Barclay)

You will need:

A photograph! (A4 max)

A couple of plastic rulers

A3 mount board

A supply of old newspapers

Sharp pencil

A few sheets of clean, plain paper (A4 or A3)

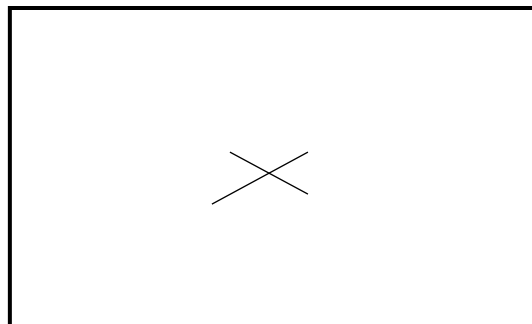
Long (metal?) ruler

A can of 3M Spraymount adhesive

Possible sources and prices will be provided later.

This technique is not at all sophisticated and avoids the need to cut mount board to size or cut out card frames, but it does require fairly careful and accurate measuring. It makes use of the idea that an A4 (or smaller) photograph will be adequately framed by an A3 mount board.

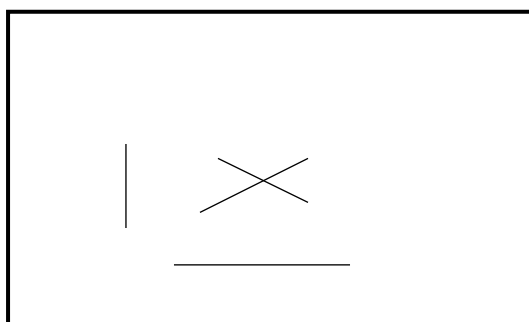
1. Using a pencil and a long ruler, locate the centre of the mount board sheet by drawing diagonals, and mark with a cross:



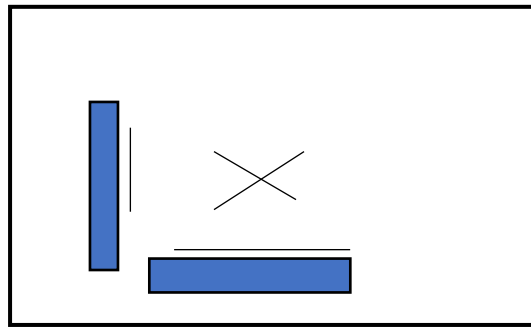
2. Measure the dimensions of your photograph.

Two points to note:

- This is important if your photograph occupies less than a full sheet of A4 and you have had to trim it (using a rotary cutter).
 - Although A4 is supposed to be a standard size, don't believe everything that you read on the outside of a box of photographic paper! Surprisingly, there can be small but significant differences of a few millimetres between A4 photographic paper from different manufacturers.
3. Divide each dimension by 2 and then subtract 2mm.
 4. Measure and mark each dimension (less 2mm) from the centre of the sheet of mount board and draw appropriate light pencil lines parallel to the edges of the board:



5. Lay the plastic rulers (or a set square/T-square if you have one and prefer to use it instead) adjacent to these lines 2mm from the pencil lines (you can judge this by eye).



6. Lay your photograph face down on a sheet of clean newspaper and spray the back of it with Spraymount adhesive, ensuring, in particular, that the corners and edges are adequately covered with the adhesive. Wait a few moments to allow the adhesive to become tacky and then, using the rulers to help guide you, very carefully place the photograph sticky side down on to the mount board in the correct position and orientation by laying the edges of the photograph against the edges of the rulers. Theoretically, the adhesive can allow you to reposition the photograph, but it is difficult to do in practice. So, do try to get it right first time! In this way, the photograph should then cover up the pencil lines used to guide where to place the photograph.
7. When you're happy with this position, then cover the photograph with a clean sheet of plain paper and press down firmly by rubbing with the edge of your hand.
8. If you are going to mount a second or third photograph, then use a fresh sheet of newspaper when spraying on the adhesive, and a fresh sheet of plain paper to press the photograph into place. This avoids getting excess adhesive from the previous occasion onto the surfaces of subsequent photographs. For the same reason, it is also probably a good idea to wash your hands between mounting each photograph.

MATERIALS AND COSTS

3M Spraymount Adhesive from Amazon (expensive, but a little goes a long way)

A3 Mount board by Clairfontaine, pack of 10 from Amazon (available in at least two colours – white and ivory)

Swordfish rotary cutter from Amazon (use to trim photographs not filling a full A4 sheet)

1 metre aluminium ruler from Wickes

I do my own printing currently using what is now a very ancient HP 8180 Photosmart printer. Taking into account the cost of decent quality photographic paper, printer ink and mount board, but excluding experiments (e.g., using different kinds of paper) and failures, I reckon that a mounted print will cost me about £3.50 - £4.00 to prepare for competition. Additionally, I have the satisfaction of printing and preparing my own images for competition, as well as having the fairly instant gratification of seeing my prints and any experimental versions without having to wait days for prints made by a printing firm to be sent to me. *Tom Barclay, April 2018*

Member Recommended Stockists for Mountboards, backing, glues and sprays

Resource	Recommended Stockists	Contact details	Comment
Mount board, pre cut, not pre cut, backing board	Lion	https://www.lionpic.co.uk/mountboard-boards/	Packs of 10 sheets
	Arqadia	https://www.acornframing.com/categories.html?filter_set[]=5,890	Buy in bulk
	Paper Spectrum	http://www.paperspectrum.co.uk/	pre-cut to 40cm by 50 cm. packs of 10 sheets
Glues and spray fixatives	3M PhotoMount in the red or blue spray can		you need one that is pH neutral. Any adhesive containing acid could discolour an image over time.
Backing tape and fixings	UK Picture framing	https://www.ukpictureframingsupplies.co.uk/tapes-19-c.asp	

Three-Print Panel Competition (Edith King Memorial Trophy)

What you need to know:

This is an annual competition which you can choose to enter.

To enter this competition, which is usually held toward the end of the season, you will need to select three prints that are linked by a common theme or consistency of style. The theme can be of your choice – flowers, A trip to Tuscany, The landscape of..., London architecture etc.

How you present the panel

You can decide how to present the panel of three prints. E.g side by side, one top, two underneath or visa-versa or three vertical images.

See the website for how the panel is scored.

The judge gives consideration to:

- Composition
- Lighting
- Techniques used
- Quality of the print

The set of prints will also be given a score for cohesiveness and presentation of the panel.

There are lots of opportunities to enter print competitions during the year. So now you know where to get your images printed, and where to get the resources to do your own mounting why not enter some of the competitions on offer. See the programme for more details.