Fotospeed
Academy

Beginners **Printing** Techniques for **Photographers**.

The print is the perfect conclusion to the image making process. For a photographer, there is huge satisfaction in personally crafting their own beautiful print on fine art paper, rather than letting it languish on a hard drive or giving it to someone else to print for them.

There is a cost involved in printing and some photographers are deterred as they feel printing is a complex process which is difficult to learn. This does not have to be the case and for this reason we have the Fotospeed Academy.

What is the Fotospeed Academy?

The Fotospeed Academy has been established to open up the world of image making to you. Through our Academy days, we aim to show you how to make fine art; exhibition quality photographs and prints from your images. We want to strip away the mystery and 'dark arts' around photography and printing and leave you equipped to go away and start making beautiful photographs and prints at home.

What will I learn?

We will take you through the work-flow for processing your raw files with a view to creating fine art, exhibition or panel quality prints starting with the camera and moving through to colour management. We will guide you in the creation and use of ICC profiles and processing techniques including sharpening, resizing images and a general work-flow to help you manage your images based on his professional experience. We will show you how to save money with soft proofing using Adobe Photoshop and Lightroom and then how to finalize difficult prints with techniques for hard proofing. You will learn which papers to select to enhance different types of images. We will have both Canon and Epson printers running throughout the day to compare systems and testing different Fotospeed paper types on different images. This is an ideal opportunity if you are undecided about which system is best for you. We will be on hand all day to help with technical inquiries and there will be a large range of papers to experiment with.

Fotospeed Academy

The course will include:

- Setting up the camera for print.
- Should you work in JPEG, raw or tiff?
- Basic colour management.
- How to calibrate your screen.
- What are paper profiles and how do you install them.
- Printing a test chart for profiling.
- Basic soft proofing techniques.
- Basic sharpening techniques.
- How big can I print from my camera.
- Understanding the print dialogue box.
- My prints are too dark, what has gone wrong.
- Understanding papers.
- Print session.

What will I need to bring?

- A selection of your favourite raw files
- Your own laptop. With Lightroom, Photoshop or Capture One installed.

You will select an image to work on and with help from Tim, create a beautiful fine art print.

About your tutor Tim Jones

Tim is our Academy lead and Technical Manager here at Fotospeed. Before joining us in Corsham Tim worked as a freelance photographer for over 10 years, he also worked as a digital re-toucher during this time, as well as exhibiting his work. Tim leads the Photoshop, Lightroom, Monochrome and Practical printing courses here at Fotospeed and is an Adobe Photoshop Associate. He will be sharing his personal knowledge and experiences of working with Adobe Photoshop and Lightroom as a photographer, and how he has used the software for printing and editing his work over the last 15 years. Tim is in the process of studying his MA in Photography at Falmouth University.