

## An Introduction to printing for Beginners.

**Your tutor:** Doug Chinnery & Valda Bailey

**Where:** London, SE1 7HR ([Marlin Waterloo](#))

**When:** 11<sup>th</sup> June, 2018

**Times:** 09:30 - 16:30

**Lunch:** Not included

The print is the perfect conclusion in 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. (would you give your camera and get them to take your photographs for you?)

However, there is a cost involved in printing and some are deterred because they feel printing is a complex process which is difficult to learn. This is not the case and for this reason Fotospeed have teamed up with Photographers and Printers, Doug Chinnery & Valda Bailey, to open up the wonderfully creative and satisfying world of printing to you.

### What is the Fotospeed Academy?

This Introduction to printing is designed for beginners. For those who are perhaps contemplating getting a printer or who have one but have been disappointed with the results and want to understand how they can improve. It will lay a solid foundation of knowledge and practical skills for you in colour management, in setting up your software, computer and printer. It will help you with the basics of image preparation and in choosing the right fine art papers for each type of image you make to get the very best from it. In short it will give you the confidence and set you on the road to becoming a great printer.

### What will I learn?

The day will progress at a steady, unhurried pace so that you can really take in all that Doug teaches. They allow lots of discussion and time for questions. Please do note though, that this is a workshop for beginners, the following days' workshop is a 'masterclass' which will cover many subjects in depth, and will provide more advanced techniques designed to elevate your printing skills so that you can solve printing problems and produce prints up to exhibition quality. There won't be time for Doug & Valda to cover these skills on the beginner's day – but please seriously consider booking both days as they are designed to be taken together to really complete your skills.

There will be practical sessions, printing images and showing the effect of what he is teaching, using Fotospeed papers (of course!). Throughout, Doug & Valda will be videoing the projector screen for all the computer based parts of the training and he will make this high definition video available to you after the workshop so you can watch the day back over and over as many times

# The Fotospeed Academy

## from image capture to print

in the future. This is a great learning aid, adds value to the workshop and saves you taking lots of notes on the day so you can relax and really enjoy the workshop.

The course will include

- Which printer to choose – makes and sizes
- Inks – genuine or 3rd party?
- Installing a printer
- Installing printer drivers
- Basic colour management
- How to calibrate your screen
- Should you work in jpeg, raw or tiff?
- What are paper profiles and how do you install them?
- Basic image processing for print
- Basic soft proofing techniques
- Basic sharpening techniques
- Resizing images for print
- How big can I print from my camera?
- Adding borders
- Understanding the print dialogue box
- My prints are too dark, what has gone wrong?
- Understanding papers – how do I choose the paper that will make my image look amazing?
- A printing session

Doug & Valda hope you can join them for this exciting new workshop

### Where is it?

The course will be held in London. The entire day is designed to immerse you in the printing process. We will begin with setting up your cameras correctly and making the best raw files possible to create fine prints.

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from image capture to print

## What will I need to bring?

All of the computer training on Doug & Valda's screen will be recorded, along with their commentary. Doug will then process these into videos which he will make available to you as downloadable videos once you get home. This will save you taking reams of notes and will allow you to relax and concentrate on the training. Then back at home you can replay the day as often as you wish, really getting the maximum benefit from it forever.

Please bring:

Laptop with Light Room or Photoshop

If you do not have either of these programs you can download a free two week trial of Light Room from [www.adobe.com](http://www.adobe.com)

We look forward to welcoming you to the Fotospeed Academy and demystifying the world of printing to you.

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