



R O Y A L T Y - F R E E D I G I T A L I M A G E S



F R O M I M A G E I D E A S

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Welcome!

Please accept our thanks for your purchase of an Image Ideas royalty-free digital image CD. Our commitment is to provide you with professional quality full bleed images, backgrounds & textures, objects with clipping paths and illustrations - all drum scanned with Linotype-Hell's latest technology, production ready and available for immediate use in today's most powerful image manipulation software.

This CD of digital images is completely royalty-free! You are welcome to use its contents for the production of:

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(9" x 13.5" @ 300 ppi RGB JPEG) and low (9" x 13.5" @ 72 ppi RGB JPEG) resolution versions of each image.

This CD also contains the following:

- this PDF file of
 - system requirements
 - use instructions
 - selected technical information:
 - preparation and sizing of images
 - use of the low resolution images
 - color space
 - monitor calibration
 - image sharpening and resizing
 - production of CMYK separations for generation of film
 - use of clipping paths
 - product specifications

our end user license agreement

our warranty information

how to contact us

- A SimpleText version of this PDF file: II-Intro.txt.
- Portfolio™ media cataloging and browser software and its associated Read Me, Quick Start and Help files - for instant image viewing and keyword searches, compatible with both Macintosh and PC platforms.
- Adobe Acrobat™ Reader software, to enable access to this and other PDF files.



SYSTEM REQUIREMENTS:

In order to use the disc's high resolution files and software, and the image editing software required to manipulate the images, your system must have a CD ROM drive and should have the following minimum specifications:

- Macintosh: System 7.5 or later
A 68030-based Mac or later (including Power Macintosh & compatibles)
Minimum of 6 MB of application RAM (8 MB recommended)
20 MB of free hard disk space
A color display with either 24 or 32 bit color
Use of the color setting "thousands of colors" is highly recommended
- PC: Windows 95 / Windows NT 4.0 or later
486/33 or higher IBM or 100% compatible PC
Minimum of 6 MB of application RAM (8 MB recommended)
20 MB of free hard disk space
A color display with either 24 or 32 bit color
Use of the color setting "thousands of colors" is highly recommended



USE INSTRUCTIONS:

This CD makes use of Portfolio™ software for cataloging, easy keyword searches and instant browsing. For instant access to and use of the images on this CD, please follow these steps.

Macintosh Users:

- 1) Double click on the Catalog.fdb icon to open the Portfolio™ browser program.

If you encounter any difficulties with this procedure, consult the Portfolio Read Me file provided in the Portfolio Browser folder on this disc. You should also be able to launch the program directly by opening the Portfolio Browser folder and double clicking on the browser's icon.

- 2) You can make use of Portfolio's™ search feature by pressing Command 'F', or by using the "Find" command in the "Catalog" menu.

More details on the program's features are available in the Quick Start Guide - "Portfolio 3.0 Browser QSG.pdf", located in the Portfolio Browser folder. Additional searchable help files are also located in the PORTFOLIO.HLP file, also in the Portfolio Browser folder.

- 3) Once you have located an image of interest within Portfolio™, double click on it to see a larger preview.
- 4) Drag an image displayed within Portfolio™ to your hard drive. This will copy the low resolution file from the CD to your drive. If you require the high resolution file, open the high resolution folder and manually copy it to your drive.



- 5) For use in print production, convert the RGB file to CMYK format on a calibrated system. Be sure to determine printing specifications like dot gain and total ink limit before converting into CMYK. For more information on the use of your image editing software, please refer to its accompanying documentation.
- 6) Place the image into your page layout program, and continue with your design process, as appropriate.

Windows Users:

- 1) Initiate the Portfolio™ browser program by starting the D:\PORTFOLIO\PORTBRWS.EXE program from your system's "Run" menu (where D is your CD ROM drive name). Alternatively, double click on the Catalog.fdb icon from Windows Explorer. It is not necessary to perform a full scale installation of Portfolio™ on your hard drive.
- 2) You can make use of Portfolio™'s search feature by pressing Control F, or by using the "Find" command in the "Catalog" menu.

More details on the program's features are available in the Quick Start Guide (located in the PORTFOLIO directory, it's named "Portfolio 3.0 Browser QSG.pdf"). Additional searchable help files are also located in the PORTFOLIO.HLP file, also in the PORTFOLIO directory.

- 3) Once you have located an image of interest within Portfolio™, double click on it to see a larger preview.



- 4) Drag or copy a desired file (from either the high or the low resolution directory on the CD) to your hard disk in order to make use of it in your software application.
- 5) For use in print production, convert the RGB file to CMYK format on a calibrated system. Be sure to determine printing specifications like dot gain and total ink limit before converting into CMYK. For more information on the use of your image editing software, please refer to its accompanying documentation.
- 6) Place the image into your page layout program, and continue with your design process, as appropriate.

If you don't have a current version of Adobe Acrobat™ available on your system, install it from the Acrobat Reader folder (Mac) or the ACROREAD folder (PC).

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PREPARATION AND SIZING OF IMAGES:

Before scanning, all images go through a rigorous selection process to choose only those that we feel are “just right”. Every image is scanned on a Linotype-Hell drum scanner and oil mounted to reduce grain and increase tonal range. Color adjustments are performed in the LAB color space during the scanning stage to ensure the tonal range is not compromised or compressed.

Images are scanned at 300 pixels per inch at 9” x 13.5”. This allows for a full bleed of 8.5” x 11”, at 150 lines per inch. Dimensions occasionally vary, due to differences in film formats. The entire transparency is always scanned to give you complete control over image cropping. It is our goal that every image will meet or exceed your expectations.

USE OF THE LOW RESOLUTION IMAGES:

The low resolution files are full size (9” x 13.5”) at 72 ppi, and they have a multitude of uses. Use them for comping/mock-up files at the early stages of your design - the files are smaller in size, so this will decrease the RIP time to your printer. They can also be resized and used as high resolution files (with dimensions as large as 2” x 3”), or they can be downsized for multimedia or Web design. When saving your Web or multimedia files, be sure to choose the appropriate file type. Our experience has found that the JPEG format works best for photographic images, but that the GIF format works better for solid fill images like logos or illustrations. Be sure to check with your end user for final file type specifications.



COLOR SPACE:

All images are scanned into the large and powerful LAB color space, allowing our operators to maximize the fidelity of every scan. Images are then saved into the RGB color space. We have chosen the ColorMatch™ RGB color space because it has a larger gamut and offers compatibility with other Pressview™ monitors. This color space is also an excellent choice for all other prepress applications, on both Macintosh and Windows platforms.

MONITOR CALIBRATION:

In order to properly separate and evaluate your images, you must first calibrate your system. Before you begin the calibration process, please allow your monitor to warm up for at least 30 minutes. Be sure to turn down the ambient lights in your working environment to reduce excessive glare. Ideally, all lights should be at 5,000 Kelvins and all windows should be blacked out.

There are many methods available for monitor calibration. We recommend that you purchase the best calibration system you can afford. Excellent hardware and software are available from both X-Rite and Radius. If you do not own a calibration device, you will need to create a profile for your particular monitor using other methods. Photoshop™ 5.0 ships with a control panel that allows you to create a monitor profile called Adobe Gamma.

Macintosh users, please note: if you have access to ColorSync™ (version 2.5), you can use the monitor calibration assistant found in the monitors and sound control



panel to create a monitor profile. After the profile has been created, it can then be loaded into your ColorSync™ System Profile control panel. This allows ICC/ColorSync™ savvy applications like Photoshop™ 5.0 to load your monitor profile automatically.

We also recommend that you set your desktop pattern to 50% gray, so that this background color does not influence your color evaluations.

For more information on monitor calibration, the following resources should be consulted:

Recent releases of the “Real World Photoshop” series,
by David Blatner and Bruce Fraser
(Peachpit Press, 1997) - Order these from www.peachpit.com

“Makeready: A Prepress Resource”,
by Dan Margulis (MIS Press, 1996) ISBN: 1-55828-508-3

IMAGE SHARPENING AND RESIZING:

The images on this CD have been minimally sharpened, allowing you to apply as much or as little sharpening, as required by your use of the image. It is recommended that you apply some sharpening in order to compensate for the softening caused by the printing process, since sharpening can increase the contrast of your images. It is generally accepted that the monitor will display a sharper image than a press can print, owing to the difference between viewing square pixels verses round halftone dots.



It is safe to re-size images up or down by 15% from within your page layout program. A re-scaling of more than 15% should be performed in Photoshop™. When an image is downsized or down sampled, pixels are discarded and the image may look out of focus. To minimize this softening, apply the Unsharp Mask filter after adjusting the image's size.

For more information on image sharpening and resizing, the following resources should be consulted:

Recent releases of the "Real World Photoshop" series,
by David Blatner and Bruce Fraser
(Peachpit Press, 1997) - Order these from www.peachpit.com

"Makeready: A Prepress Resource",
by Dan Margulis (MIS Press, 1996) ISBN: 1-55828-508-3

"Photoshop 4 for Windows 95 Bible",
by Deke McClelland (IDG Books, 1997) ISBN: 0-7645-4032-7

"MacWorld Photoshop 4 Bible",
by Deke McClelland (IDG Books, 1997) ISBN: 1-7645-4005-X



PRODUCTION OF CMYK SEPARATIONS FOR THE GENERATION OF FILM:

All images on this CD are in the RGB color space and will need to be converted to CMYK prior to printing. It is recommended that you perform the separations in Photoshop™ and not in your page layout program. By working in Photoshop™ on a calibrated monitor, you can see before printing if there are any colors that did not convert as expected and make corrections. Keep in mind that the CMYK color space is much smaller than RGB and some colors can never be reproduced in CMYK. For example, blues will always lose some saturation - this is to be expected.

Before creating separations, it is always a good idea to talk with your printer to determine the stock your job will run on, the amount of dot gain expected and what ink limit (the maximum amount of ink laid down in the darkest areas) the paper and press are most comfortable with. Determining these parameters early on can save you time and money.

Once you are prepared to create your separations, it is important to double check that your system has been calibrated, meaning that what you see on the monitor is going to resemble what your job will print like. Keep in mind that when a separation is generated, Photoshop™ uses your monitor setup file to interpret the RGB colors. It also influences how your CMYK file is displayed. While an explanation of how to create custom settings for creation of separations is



beyond the scope of this document, one source that many prepress professionals have referred to over the years is “Real World Photoshop 4”, by David Blatner and Bruce Fraser. We strongly recommend that you have a copy of this resource or its more recent editions handy as a reference - for those late nights when no one is around to answer your burning questions and the deadline is in the morning!

New releases of software like Photoshop™ introduce new changes in how to deal with color and image manipulation and modification. Be sure that you understand exactly what each setting is doing before attempting to create your separations. The Adobe Web site has a tremendous number of tips, tricks, press releases and how-to documents (in text and PDF documents), ready for you to browse, download and use. Check the site out at:

<http://www.adobe.com>.

Use the site’s search engine to list and access this wealth of helpful resources.

USE OF CLIPPING PATHS:

Some of our images (those with white backgrounds) contain hand-drawn clipping paths for your convenience. Clipping paths allow you to make portions of an image appear transparent by masking everything outside of the path. In this way, you can isolate just the image element (and not its background), and place it directly into another design with ease.

To make use of this feature, open the image in Photoshop™, save it in EPS format and load the clipping path from within the “Save” dialog box. You should also



select a flatness value for your image at this time, and we recommend a value of three. This helps reduce the possibility of invoking the "Limit Check" error in the imagesetter because of a complex clipping path. The Adobe Web site (<http://www.adobe.com>) has a number of resources available for more information on clipping paths.

PRODUCT SPECIFICATIONS:

High Resolution:

Image Dimensions: 9" x 13.5" at 300 ppi (with some variation)

File Size: 29 - 33 Mb (with some variation)

Compressed File Size: 3 - 4.5 Mb (with some variation)

Scan Type: Drum (Linotype-Hell)

File Format: RGB JPEG (maximum quality compression)

Ideal Uses: 8.5" x 11" high resolution picture size with bleed or cropped and resized for smaller sizes

Low Resolution:

Image Dimensions: 9" x 13.5" at 72 ppi (with some variation)

File Size: 1.3 - 1.9 Mb (with some variation)

Compressed File Size: 600 Kb - 1.2 Mb (with some variation)

Scan Type: Drum (Linotype-Hell)

File Format: RGB JPEG (maximum quality compression)

Ideal Uses: 2" x 3" high resolution picture size or full-page low resolution comping, multimedia and Web page design



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