

# workflow guide

## HOW TO MAKE A GICLÉE PRINT

The first step is to determine the type of **input** your artwork needs - in other words, how do we "get it into the computer".

### FOR EXAMPLE:

If you have a **16x20** painting, we can **scan** it, so we'll start there.

The next step is to match the color as closely as possible. With your scan order, we'll adjust the tone and color of your artwork so it looks pleasing. With your print order, we'll go a step further and get as close a match as possible to your original on the media you choose.

We'll print a "proof", which is a small strip of your image that represents the tonal (light/dark values) and color variations found in your artwork.

We don't print full-size proofs unless you request them - it helps us cut down on waste and makes for a faster turnaround on your prints. Full size proofs are charged at the same rate as full size prints.

We'll contact you to come in and review the proof (or we'll mail the proof to you if it's a web-order). We'll make further adjustments at your request, charged at our regular hourly rate in 30-minute increments.

We'll start your prints after we receive your approval on the proof.

We protect all prints with a specialized coating that extends the life of the inks from an average of 80 years up to 200 years of light-fastness.

We can then roll your print, wrap it up in protective paper, or for easy retail sales, shrink-wrap it mounted to foam board or slip it into a poly-bag sleeve with a backing board.

Alternately, we can have your canvas prints stretched for you, reducing framing costs!

## WHAT ARE THE COSTS?

### input: scanning

A **16x20** print costs **\$40** to scan

### color and tonal correction

Basic color correction is included at no extra charge. Additional image adjustments are charged at the hourly rate (\$60/hour) in 30-minute increments.

### proofing

Your first proof is included with your print order at no extra charge.

Additional proofs are charged at the same square inch rate as your final prints.

### printing

Your 16x20 print will vary in cost depending on the media you choose. It will range from \$19 to \$32.

Average costs on most media is \$26, including 6 types of watercolor paper, as well as canvas.

### finishing

The protective coating, which ensures light-fastness and archivability, is automatically included in your print order unless you specifically request that it not be used. The cost for the coating varies from \$5 to \$16 per print, depending on size. Protecting your 16x20 would be \$8.00.

If you'd like your print in a plastic sleeve with backing board, it's an additional \$2-6/print. Mounting on foam board with shrink-wrap ranges from \$10 to \$20 per print, depending on size.