

## The Care and Use of Your Print File Disks

Thank you for allowing me to provide photographic services for you! I will keep a copy of your files should it ever be needed; but I would recommend you make copies of your disk(s) and keep it/them in a safe place. Whenever you take your files to be printed at a photo kiosk (i.e. WalMart etc.) it's recommended you put files on some other sort of memory like a photo card or bring a disk copy.

Your photos were created on a computer system with a calibrated monitor. Most video cards in computers are not calibrated to the particular monitor used in the system. In photo processing it's important that the video card sends exactly the correct information to cause the monitor to produce exactly the correct colors. Since your monitor/video are most likely not calibrated for correct color and brightness, it's possible the files might not look as nice as they should on your system.

In order to properly create a realistic final print there is one more factor to consider. You must use a profiled printer. Most home systems don't have this either. No two brands/models of printers place ink or pigment on photo paper exactly the same way. For that matter different types of photo paper don't accept the ink or pigment the same way. To produce a realistic photo print, a particular brand/model must have a special driver (profile) which tells it exactly how to place the ink/pigment on the specific paper that's in the printer.

What does this all mean? Once again your photos probably don't look exactly like they should on your monitor and even though you might like them, the prints won't look exactly how they should from your printer. How does one get the best prints then?

Since my system is calibrated, it's important that you print your photos through a calibrated system. For convenience I have calibrated my system to the most common standard in the industry – sRGB. Photo kiosks at WalMart, Walgreens etc are calibrated to this standard. You can also use on-line printers like [www.mpix.com](http://www.mpix.com)

The next consideration – always use full size files for printing. I have probably included e-mail size files on your disk(s) as well. If you have more than one disk, I probably placed them in a separate directory/folder on the last disk. They will produce prints that are greatly inferior to the full size files. Please note I create e-mail files with a “sm” in the file name.

Another consideration – modern digital camera produce photos with different size proportions (aspect ratio) than older film cameras. Unfortunately frame makers for the most part have not conformed to this new standard. Old film cameras produced 4x5's, 8x10's, 11x14's, 16x20's, and 18x24's. Digital cameras generally create photos in a 3:2 format. That means the long side of the camera is ½ again as big as the shorter side. Examples are 2x3, 4x6 (available at kiosks), 8x12 (available at WalMart), 10x15 etc. Many more 3:2 options are available from on-line printers.

Frames can be found commonly in 4x6 size or 4x6 mattes in 5x7 size. Larger size digital prints usually require matting to fit in a standard (film aspect) frame or a custom frame. Some files can be cropped when they are printed at a kiosk. However I usually compose the picture to my viewfinder which has a 3:2 aspect. It's not always possible to crop your files to film aspect.

I can print photos up to 18 x 24 inches. As a wedding/senior photo customer, I will give you 50% off any order of photos I print for you. You can find the prices on line. This discount does not apply to mattes or foamboard.

I can provide custom mattes for these prints in Bright White or Black w/ White Core. Prices for the various sizes are as follows:

4 x 6 - matted for 5 x 7 frames - \$1.00  
8 x 12 matted for 11 x 14 frames - \$5.00  
12 x 18 matted for 16 x 20 frames - \$7.50  
12 x 18 matted for 18 x 24 frames - \$10.00  
16 x 24 matted for 22 x 28 frames - \$15.00

If you have any additional questions, please feel free to e-mail me at [mark.urwiller@gmail.com](mailto:mark.urwiller@gmail.com) Thanks again for your business!

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