

Welcome Artists

REPRODUCING YOUR ART

REPROGRAPHICS INC

Reprographics at a glance

- ▶ Reprographics is locally owned and operated.
- ▶ Since 1975 we have provided Northern Colorado:
 - ▶ Color Printing and Scanning
 - ▶ Laminating, Mounting, & Finishing
 - ▶ AEC Document Duplication
- ▶ We specialize in great client relationships.

You are not just another job order for us to fill. You are the next opportunity for us to hear; “wow” or “that looks fantastic.”

We love it when an artist is excited after seeing their work reproduced as a poster, greeting card, or stretched canvas.

What kind of artist are you?

HOBBYIST

- ▶ Makes art strictly for pleasure
- ▶ Don't want the business responsibilities
- ▶ Have no interest to sell art or create income from art
- ▶ Make art whenever they feel like it
- ▶ Might take art lessons, but have no commitment to professionally develop skills

AMATEUR

- ▶ Enjoy making art but wouldn't mind selling it
- ▶ Open to business responsibilities
- ▶ Is aware of their art expenses and wants to offset by selling
- ▶ Regularly told their work is good and should be sold
- ▶ Willing to sacrifice personal time to practice and learn continually

PROFESSIONAL

- ▶ Enjoy making art and the income that comes from it
- ▶ Income derived and expensed incurred requires a business
- ▶ Earn a majority of their income from their artwork
- ▶ Promotes and markets their art regularly-exhibits work in galleries
- ▶ Willing to work at mastering their medium and utilize most of their time developing their skills and unique styles

Remember, you can still be a skilled and talented artist and still be a hobbyist

Getting your art reproduced

There are 3 types of art reproduction services. Which one best meets your needs?

Copy Shop

- ▶ *"Typically" the cheapest price, "You get what you pay for"*
- ▶ *You're just another customer, "You get what you get, whether you like it or not"*
- ▶ *Limited Color Control – color adjustments are limited or not available*
- ▶ *Limited Finishing options- Subcontracts if offered*
- ▶ *KIA Pricing and Services, best for limited funds or beginning hobbyist*

Reprographics

- ▶ *Affordable for most artists, "The best bang for your buck"*
- ▶ *Focused on customer service, "Balanced focus on fair price, service and turnaround."*
- ▶ *Moderate Color Control, Adjustments available for "pleasing color"*
- ▶ *Moderate Finishing Options, Mounting, Laminating, Stretching*
- ▶ *Toyota Pricing and Services, best for moderate budgets or most likely Hobbyist & Amateur*

Fine Art Pros

- ▶ *Most Expensive services, "Money is no object"*
- ▶ *Reputation for highest quality "everything else comes second, they can't justify high price without it"*
- ▶ *Near perfect "Matching Color", color-calibrated systems provide the best color match for the critic*
- ▶ *Extensive Finishing Options. Mounting, Stretching, Framing*
- ▶ *Mercedes Pricing and Services, Best for higher budgets that demand matching color and highest quality for the professional or amateur*

Terms to know

- ▶ **Giclée** – Coined in 1991 by printmaker Jack Duganne for fine art digital prints made on inkjet printers. The name originally applied to fine art prints created on IRIS printers in a process invented in the late 1980s, but has since come to mean any high quality inkjet print, and is often used by artists, galleries, and print shops to denote such prints.
- ▶ **Image Scanner** – Often abbreviated to just “scanner” – is a device that optically scans images and converts it to a digital image. Common examples found in offices are variations of the desktop (or flatbed) scanner, where the document is placed on a glass window for scanning. Mechanically driven scanners that move the document are typically used for large-format documents, where a flat bed design would be impractical. Reprographics has a flatbed scanner that can scan up to 11x17”. Our mechanically driven scanner can scan images up to 44” wide x any length.
- ▶ **Pixels-per-inch (PPI)** - or pixel density is a measurement of the resolution of devices in various contexts; typically computer displays, image scanners, and digital camera sensors. PPI can also describe the resolution, in pixels, of an image to be printed within a specified space. Note, the unit is not square inches. For instance, a 100x100 pixel image that is printed in a 1 inch square has a resolution of 100 Pixels-per-inch (PPI). Used in this way, the measurement is meaningful when printing an image. Good quality photographs usually require 300 pixels per inch when printed. The systems here at Reprographics can print quality images at 100% size with resolutions of 150 PPI.

Color-matching Expectations

- ▶ **Color Gamut** – is a certain complete subset of colors. The most common usage refers to the subset of colors which can be accurately represented in a given circumstance, such as within a given color space or by a certain output device.
- ▶ There are a large number of variables that at times can make matching colors very difficult for the uncalibrated scanning and printing systems.
- ▶ Additionally, the palette of colors available to you as an artist can be “outside of a printer’s color gamut”. With that in mind, understand that some color hues can’t be printed on even the best color calibrated systems. That’s where Pantone colors become useful for offset press technologies.

Think ahead and save money!

- ▶ Size your artwork to be able to scan on our flatbed scanner – up to 11x17". This procedure is cheaper than scanning with our large mechanical scanner. Flatbed scanning keeps your artwork stationary while scanning takes place, which greatly reduces the risk of damaging your artwork. If you are doing pastels, pencils, or charcoal this is for you!
- ▶ If you know you want your original scanned and/or duplicated, don't mount it to a substrate or stretch it on a frame, until after it's been scanned. This can reduce additional fees and minimize hazards to your art in the scanning process.
- ▶ Avoid rush charges by giving Reprographics a 5 business days to turn your project. This normal timeframe also allows for you and us to work more closely on quality and color control. Our small-format (11x17" or smaller) printing typically has volume discounts. If you know you will need 60 postcards, have us print all of them at once, instead of three separate orders of 20.

The Process

- ▶ 1. We capture an image of your art via scanning or photograph.
- ▶ 2. your image is checked for quality, scale, color, and density.
- ▶ 3. We print a proof to check for color accuracy. Most often there will be a need for adjustments to color. We will provide one adjustment at no charge. Additional adjustments and associated costs will be discussed at time of order.
- ▶ 4. Unless you are “not concerned” about color, we will ask you to review a color proof before printing final output.
- ▶ 5. Upon your approval, we will print and complete any ordered finishing options such as mounting, laminating, stretching, or trimming.
- ▶ 6. We archive your image to a CD or DVD for your use. Upon request we also offer at no charge to keep your image on our server for future reorders.

Available Services

- ▶ Color scanning \$15 minimum for small format - \$25 minimum for large format
- ▶ Large Format Color Printing
 - ▶ Photo paper or Fom-Core \$10/sf
 - ▶ Watercolor paper or Canvas \$14/sf
 - ▶ Acrylic and Metal starting at \$25/sf
- ▶ Finishing (pricing varies)
 - ▶ Canvas Stretch
 - ▶ Laminating
 - ▶ Board Mounting
- ▶ Small Format Color Printing (up to 13x19")
 - ▶ Postcards
 - ▶ Greeting Cards
 - ▶ Flyers, Small Posters