

# STUDENT PRICE LIST

## The difference between monitor to print...

We use and recommend Eizo Screens, which can be calibrated and profiled accurately. Lap top screens are not recommended for critical colour judgment because of the differences observed in the image at different viewing angles. Please remember that a computer screen will not exactly match a photograph because of the different methods of generating the colours that are viewed. Computer screens emit light, whereas the dyes in photographs absorb light and the paper base reflects light which is not absorbed. Consequently, it is important to view photographs under standard lighting conditions when trying to assess whether the colours match what was expected from the screen image.

## How do I ensure my print looks the same as how I have edited/viewed it?

Calibration to international standards provides 100% certainty that you are viewing your images correctly and therefore any adjustments you make will be accurate. The only way to calibrate a monitor correctly is to use a hardware device that is compliant to ICC standards. After calibrating your monitor, you can be confident that the files dispatched to us and your clients are exactly as they should be. Colour management eliminates guesswork and trial and error to gain optimal production efficiency. We advise you to preview images prior to printing with us to minimize screen and print discrepancies. We can also print test strips on your desired paper surface before printing quantities or large print outputs.

If you would like to see what your file will print like on your chosen paper, we can provide a test strip at 100%

24 X 5 inch test strip

GROUP A PAPER \$12.00

GROUP B PAPER \$12.00

GROUP C PAPER \$16.00

# FINE ART PRINTING

## ARCHIVAL PAPER SELECTION

### Group A Paper

- **Kodak Premium Lustre Paper (270gsm):** A general purpose lustre surface similar to photographic paper E surface with. A lovely standard for commercial prints. *Please note this paper is not archival*

### Group B Paper

- **Iford Galerie Smooth Pearl (310gsm):** A smooth pearl paper, superb photographic image quality and consistent with the look and feel of a real photograph.
- **Iford Galerie Metallic Gloss (260gsm):** This stunning paper offers photographers the ability to print images with a true 'wow' factor. The iridium finish gives every image a three-dimensional look ensuring that each print truly comes to life. Although the media adds an additional creative angle to portrait and studio photography, it also lends itself perfectly to enhancing mechanical, industrial or architectural images.

### Group C Paper

- **Museo Portfolio Rag (300gsm):** A smooth matte 100% cotton rag. An ideal fine art paper for exhibition and portfolio prints, when you need exceptional tonal range on a surface that will not detract from your photographic images. Has a natural creamy white.
- **Iford Smooth Rag (310gsm):** A very smooth matte 100% cotton rag paper with no optical brighteners.
- **Hahnemuhle German Etching Paper (310gsm):** This mould-made heavy weight paper features a distinct textured surface. Perfect for images that have texture in the subject matter and illustrations and artworks
- **Canson Photographique Rag (310gsm):** This paper type offers an exceptional smooth white tone, achieved during manufacturing by introducing natural minerals to the process. It offers a unique extra smooth surface with a sensual feel.
- **Canson BFK Rives Textured Rag (310gsm):** A beautiful textured rag paper, with a very specific smooth and velvety base. Exceptional with colour, the BFK Rives has a unique pure white tone obtained without the use of optical brighteners. Less textured compared to the German etching

# FINE ART PRINTING

- **Canson Platine Fibre Rag** (310gsm): Setting the benchmark for Digital Darkroom papers, Platine Fibre Rag provides the aesthetic and feel of the original F-Type Baryta Fibre paper, excellent for grey tones, B&W work and colour. Beautiful grain like surface.
- **Ilford Galerie Gold Fibre Silk** (310gsm): A semi-gloss paper with traditional barium sulphate (baryta) base which gives the creamy whites and velvety blacks of a true fibre photographic B&W print.
- **Ilford Gold Fibre Gloss** (310gsm): A beautiful 100% cotton paper similar to the old fibre based darkroom papers with a gentle warm tone.
- **Canson Baryta** (310gsm): Museum grade baryta photo paper with no optical brighteners.

## Canvas / Other:

- **Canson ProCanvas** (395gsm): A natural white canvas that produces vivid colours, precise gradations and deep blacks. High end quality and free of optical brighteners, Pro Canvas offers exceptional colour stability over time and resistance to ageing. Comes in a matte or Lustre finish. •
- **Magiclee Fab-Lite**: A semi-sheer, silk-like 100% polyester woven matte finish fabric. Great for producing lightweight flags, banners, table top and trade show displays, window decorations,
- **Kodak Universal Backlit Film**: A gloss-coated polyester designed to produce vibrant light box graphics. It also looks great without backlighting for other display applications.
- **Phototex Fabric Paper** (140gsm): Phototex is an extremely versatile material that can be adhered to walls, ceilings, and doors. With the ability to be repositioned and reused over and over again. It can be applied indoors to create attractive murals, family shots or wedding photos regardless of temperature, moisture or weather conditions. It leaves no sticky residue when removed and is 100% non-toxic, safe and biodegradable. It has a wonderful weaved texture with a lustre finish and can be used to follow a wall around a corner with superb impact, the interior design options are endless!

# FINE ART PRINTING

## *How do I set up my files for Fine Art printing?*

Please flatten all layers

300-600 dpi

RGB Files only

Colour space Adobe RGB (1998)

TIFF, JPG, or PSD

8, 16, or 48bit files

Stay within maximum printable width for papers

*For example:*

24" paper roll = 23.6"

44" paper roll = 43.6"

60" paper roll = 59.6"

### **Sheet Discount - 48hr turnaround**

24 x 36 inches on Kodak Premium Lustre \$25.00

If trimming is required add \$5.00 per sheet

### **Print Package - 48hr turnaround**

2 x A4 @ \$34.00 (Normally \$45.00)

2 x A3 @ \$50.00 (Normally \$90.00)

1 x A2 @ \$50.00 (Normally \$60.00)

# FINE ART PRINTING

Printed on our EPSON Surecolor P20070 Pro printer with top of the range SERENDIPITY MEGARIP and expertly profiled by Les Walking ensures the highest quality and extremely archival fine art Giclee prints. "Giclee" which comes from the French word meaning literally 'to squirt', refers to the process in which archival pigment inks are laid down on fine art and photo-base papers and canvas.

INCHES	CM	GROUP A	GROUP B	GROUP C
24x5	61.0x12.7	\$12.00	\$12.00	\$16.00
24x10	61.0x25.4	\$12.00	\$12.00	\$24.00
24x15	61.0x38.1	\$16.00	\$20.00	\$36.00
24x20	61.0x50.8	\$20.00	\$28.00	\$48.00
24x25	61.0x63.5	\$24.00	\$36.00	\$60.00
24x30	61.0x76.2	\$28.00	\$40.00	\$68.00
24x35	61.0x88.9	\$32.00	\$48.00	\$80.00
24x40	61.0x101.6	\$36.00	\$56.00	\$92.00
24x45	61.0x114.3	\$44.00	\$64.00	\$104.00
24x50	61.0x127	\$48.00	\$68.00	\$116.00
24x55	61.0x139.7	\$52.00	\$76.00	\$124.00
24x60	61.0x152.4	\$60.00	\$84.00	\$136.00

## PRINT PRICING 44 INCH

INCHES	CM	GROUP A	GROUP B	GROUP C
44X5	111.8X12.7	\$16.00	\$24.00	\$32.00
44X10	111.8X25.4	\$16.00	\$24.00	\$40.00
44X15	111.8X38.1	\$24.00	\$40.00	\$72.00
44X20	111.8X50.8	\$32.00	\$52.00	\$88.00
44X25	111.8X63.5	\$40.00	\$64.00	\$104.00
44X30	111.8X76.2	\$52.00	\$76.00	\$124.00
44X35	111.8X88.9	\$60.00	\$92.00	\$144.00
44X40	111.8X101.6	\$68.00	\$104.00	\$164.00
44X45	111.8X114.3	\$76.00	\$116.00	\$180.00
44X50	111.8X127	\$84.00	\$128.00	\$200.00
44X55	111.8X139.7	\$92.00	\$140.00	\$224.00
44X60	111.8X152.4	\$100.00	\$156.00	\$240.00
44X65	111.8X165.1	\$108.00	\$168.00	\$264.00
44X70	111.8X177.8	\$116.00	\$180.00	\$280.00
44X75	111.8X190.5	\$124.00	\$192.00	\$304.00
44X80	111.8X203.2	\$132.00	\$204.00	\$328.00
44X85	111.8X215.9	\$140.00	\$220.00	\$344.00
44X90	111.8X228.6	\$152.00	\$232.00	\$360.00

# MINILAB PRINTING

## How do I set up my files for Minilab printing?

Please flatten all layers

Supply us only TIFF or JPEG files

Standard 8 bit/channel (no 16bit files) RGB *not* CMYK

250-300 dpi if possible

No LZW Compression, alpha channels or clipping paths

Profile SRGB or Adobe RGB

Aspect ratio must correspond to specified print size, or cropping will occur

Less than 7 characters and none of the following ~&# etc

Prints range from 2x3" up to 12x18" and are best suited for proofing and ease of workflow. Prints are individually cut and back numbered. We offer both direct from file output and colour correcting which means we colour correct your files to our highest quality standards. A large number of borders are available to complement and enhance your images at no additional charge. 24 hour Turn around

		DIRECT FROM FILE (COLOUR CORRECTED BY YOU)		COLOUR CORRECTED (COLOUR CORRECTED BY PRISM)		BULK PRINTING (STRICTLY AUTO PRINTS)
INCHES	CM	1-9	10+	1-9	10+	100+
4X6"	10x15	\$1.10	\$.40	\$1.50	\$.45	\$.35
5X7"	12.5x18	\$2.40	\$1.10	\$4.95	\$1.50	\$.70
6X8.5"	15x21	\$4.20	\$2.40	\$6.90	\$2.90	\$1.10
8X10"	20x25	\$5.60	\$3.30	\$10.80	\$4.20	\$2.00
8X12"	20x30.5	\$6.50	\$4.70	\$13.50	\$5.10	\$2.90
A4	21x29.7	\$6.90	\$4.90	\$13.95	\$5.60	\$3.30
10x15"	25x38	\$7.40	\$5.10	\$16.20	\$7.38	\$4.20
11x14"	28x36	\$9.20	\$6.90	\$20.70	\$10.10	\$5.60
12x18"	30x46	\$13.70	\$10.10	\$25.05	\$12.80	\$7.40

# FILM PROCESSING

PROCESSED TWICE A WEEK  
2 HOUR TURN AROUND TIME ON 2 HOUR TUESDAY'S! (DEVELOP ONLY)

## B&W DEVELOPING (HAND PROCESSED)

	PROCESS ONLY	PROCESS & 6X4" PRINTS
35mm/24 Frames	\$13.95	24.50
35mm/36 Frames	\$13.95	29.20
120mm	\$13.95	24.50

## C41 (COLOUR) DEVELOPING

	PROCESS ONLY	PROCESS & 6X4" PRINTS
35mm/24 Frames	\$6.75	\$13.50
35mm/36 Frames	\$6.75	\$13.50
120mm	\$6.75	\$13.50

## DEVELOP AND SCAN

4.5MB	\$15.50
18MB	\$27.00