

# Welcome to the Master Collection

Welcome to Digital Stock's Master Collection, and thanks for choosing us.

Here are some tips to help make your creative work live up to your expectations. We have compiled this information from qualified third-party sources and our own experience. Undoubtedly, new methods will be incorporated into future releases of page layout and image editing software. Please take a look at our most current Catalog Disc or on our Web site at [www.digitalstock.com](http://www.digitalstock.com) for updates to this information.

The *CMYK Info* on this CD ROM contains additional information on setting up Photoshop's color tables for better CMYK separations in your printed work. It's located in the "Read Me" folder.

Click on any of the topics below to go there. On subsequent pages, click Contents to return here.

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# Opening the images on this CD ROM

## Opening images

- 1 First, find the images you want in the booklet that comes with this CD ROM.
- 2 Next, determine what resolution you need. Master Collection images are available in three file sizes and are in three folders in the “Images” folder. Ultra-High Res are 32 MB.  
High-Res are 12 MB.  
Low-Res are 1.2 MB.
- 3 You can open images directly from the CD ROM, or you can copy the images to your hard drive. To open an image simply double-click or use the “Open” command in a program like Photoshop.
- 4 You should save images in a file format like TIFF, PICT, or EPS. Save your work in a file format other than JPEG. It’s best *not* to recompress the images.

*Note: All images in the Master Collection are drum scanned on a Lino-Hell Tango.*

*\*File sizes and pixel dimensions differ slightly because film formats vary – 35mm, 6x7, 4x5, etc.*

## 3 Image Resolutions \*

### Low Resolution

Dimensions: 6.6" X 10" at 72 dpi

Pixels: approx. 480 X 720

File size uncompressed: 1.0 - 1.4 MB

File size compressed: approx. 400 K

Format: RGB JPEG

Ideal use: 1/8-page printed pieces, full-page comping, multimedia, and Web site design

### High Resolution

Dimensions: 5.7" X 8.5" at 300 dpi

Pixels: approx. 1700 X 2550

File size uncompressed: 12 - 14 MB

File size compressed: approx. 2 MB

Format: RGB JPEG

Ideal use: 3/4-page printed pieces

### Ultra-High Resolution

Dimensions: 9.3" x 14" at 300 dpi

Pixels: approx. 2800 X 4200

File size uncompressed: 32 - 34 MB

File size compressed: approx. 5 MB

Format: RGB JPEG

Ideal use: Full-page and larger printed pieces

# RGB File Format and Monitor Calibration

You can import these RGB images directly into page layout programs. Generally, however, you'll want to size, crop, change the color mode, or alter the image in some way. For this, you can use an image-editing program like Photoshop. There are many resources available for becoming proficient at Photoshop – both in print and on the Internet. Some are listed on the *Further Reading and Resources* page at the end of this read me.

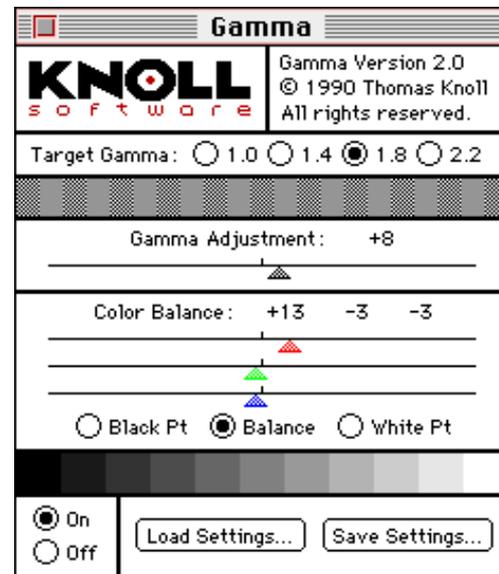
## These images are in RGB

If you are going to do any image editing, stay in the RGB color mode until the work is done. For printing, you will want to convert the image from RGB to CMYK. Converting to CMYK should be the last step. Photoshop is designed to work quickly in RGB (RGB files are 33% smaller) and some of Photoshop's best features work only in RGB Color mode.

## Calibrating your monitor

You should calibrate your monitor using the best devices available. This is one of the most important measures you can take to get great color reproduction. We have color-balanced these images to exacting standards but they won't look right if your monitor is not properly adjusted.

You can get good results by simply using Photoshop's "Gamma" utility and matching to the *Ole No Moire* image. (Goodies > Calibration > Separation Sources) Follow the directions in the *Photoshop User Guide*.



If possible, however, instead of "Gamma" use hardware calibration – the kind with a suction-cup sensor that attaches to your monitor. If you work with images on a regular basis, you'll be thankful in the long run. Your graphic arts supply store can give you information on the latest models. Digital Stock uses calibrators from X-Rite.

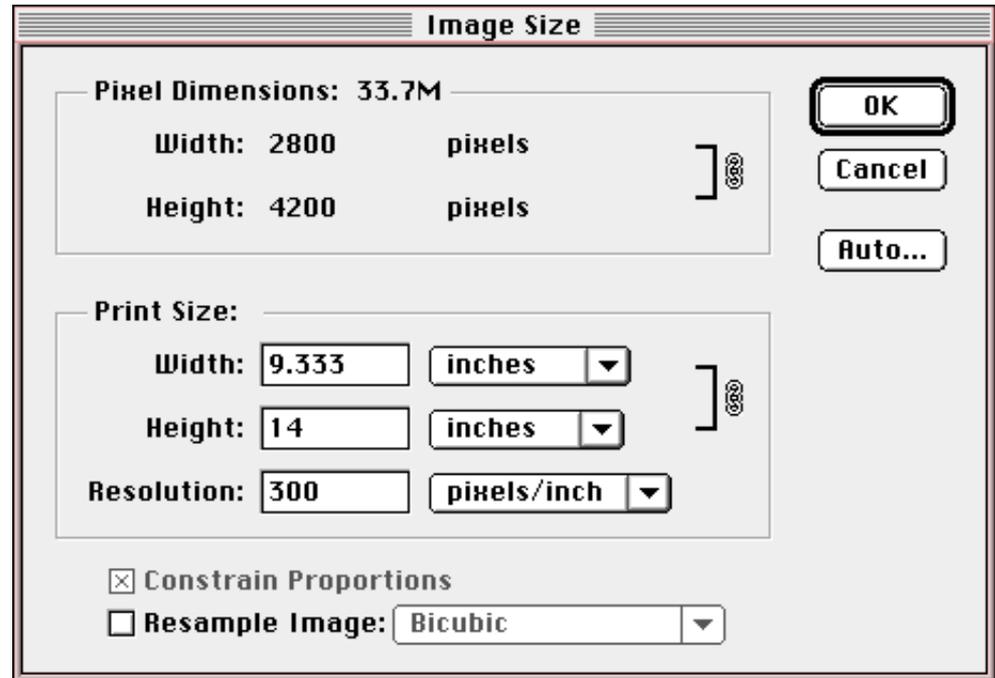
# Sizing Images

## Sizing images in Photoshop

The common rule for printed images is that you need to have twice as many pixels (ppi) as halftone dots (lpi) – the often quoted 2 to 1 ratio. In practice you can use between 1.5 to 1 and 2 to 1. This means that 300 ppi will work well for reproductions printed at 150 to 175 lpi. Check with your printer or service bureau as they may have definite opinions about this.

We have set our High-Res and Ultra-High Res images at 300 pixels per inch. You can change this in Photoshop to accommodate your particular needs. You may or may *not* want to change the file size (interpolate or resample), so pay attention to the “Resample” check-box in the “Image Size” dialog box. When you resample an image, you are adding or subtracting pixels and the file size will get bigger or smaller.

The Low-Res images are set at 72 pixels per inch, a standard monitor resolution. You can, of course, size those images as well.



## Sizing images in page layout programs

You can also scale images in programs like QuarkXPress, PageMaker, and CorelDraw . The rule of thumb is that after you import the image, you can safely scale up or down about 20%.

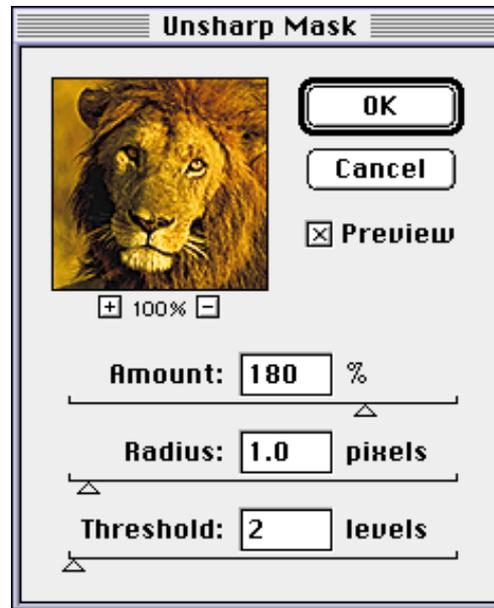
If you need to scale an image more than 20%, do a resample (interpolate) in Photoshop rather than in your page layout program.

## Sharpening images before printing

The images on this disc have been moderately sharpened using drum scanner controls, but you may want to sharpen them further. For printing, in particular, added sharpening can significantly enhance your results. Here's how to do it in Photoshop:

Use "Unsharp Mask" found in the "Sharpen" menu under "Filters." Unsharp Mask enhances the edge contrast in the image without sharpening low-contrast areas. There are three components to Unsharp Mask:

**1) Amount:** Values between 1 and 500 percent. Higher values increase the sharpening effect. Small images generally don't need more than 100. Large images (above 15 MB) can usually take 150 to 300.



**2) Radius:** Values between 0.1 and 100. This determines how wide a path will be used to compare and enhance contrast. Low values produce sharper images, while higher values produce softer effects. If the Radius is set too wide, a halo effect may occur. A standard rule of thumb for figuring Radius is to divide the image resolution by 200. So a 300 ppi image gets a radius of 1.5.

**3) Threshold:** Values between 0 and 255. This controls the way Photoshop recognizes the brightness difference between adjacent pixels and therefore controls what edges are actually sharpened. A low value finds and sharpens many edges, while a high value omits most edges from sharpening. When sharpening photos of people, especially close-ups, use a higher threshold like 4 to 6. Otherwise, complexions will start to mottle.

(continued)

Typical Unsharp Mask settings for printing half-page and larger images are 180, 1, 2. The result may look overdone and brittle on the monitor, but these settings are appropriate for print. The halftone process and the press partially camouflage the effect.

Some subjects, such as people's faces, usually don't require any sharpening. You may even want to soften or blur them.

If you resample an image (interpolate) and you want to sharpen it, it's best to apply Unsharp Mask after the resampling.

## Ink jet and electrostatic printers

These devices, made by companies like HP™, Encad™, and Colorspan™, do not require the same resolution settings as images printed on a conventional press. This means you can print very big images for trade shows and point-of-purchase displays using the 32 MB images on your CD.

Convert to CMYK using a Printing Inks Setup for coated stock: Use resolutions between 72 ppi and 200 ppi. At 72 ppi you will get a 38 x 58 inch image from a 32 MB file. At 100 ppi you will get a 28 x 42 inch image.

If you need to go even larger, you can resample up (interpolate) in Photoshop, however, the best resampling currently available comes from the “Live Picture” application. After resampling, apply Unsharp Mask of around 180, 1, 2. The amount of Unsharp Mask you need depends on how much you resample.

With some large-format printers, you can let the printing software scale up and simultaneously sharpen the image.



# Sample Wow! Actions included on this CD ROM

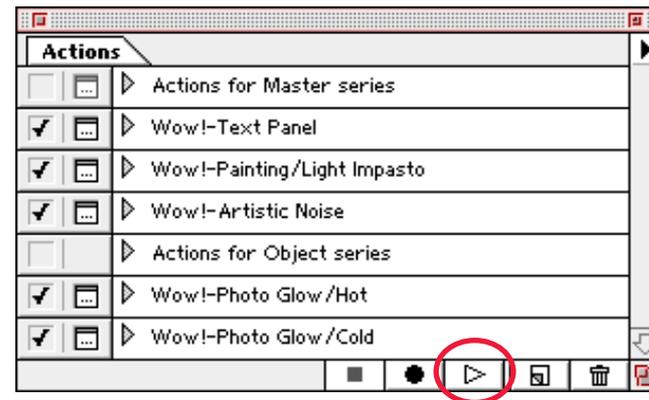
On this disc are three Sample Wow! Actions for use with Adobe Photoshop and Digital Stock photos:

- for lightening a pad for text in an image
- for creating a mezzotint-like effect with Photoshop filters
- for turning a photo into a painting

To use these “mini-programs,” open Photoshop’s Actions palette (Window > Show Actions) and use the “Load Actions” command from the palette’s pop-out menu (triangle at upper right) to add these three Actions to the palette. The Actions are located in the “freestuf” folder. All three actions are contained within the file “WowMstr.atn”.

To play an Action, just click its name if the palette is in “Button” mode, or if the palette is in “List” mode, click the Action’s name and then click the triangular “Play” button at the bottom of the palette.

*Note: There are different actions on Objects Collection Discs and also available at [www.digitalstock.com](http://www.digitalstock.com).*



# Sample Wow! Actions – Text Panel



*The “Wow!-Text Panel” Action for lightening a pad for text was applied to this image.*

## Sample Wow! Actions – Painting/Light Impasto



*The “Wow!-Painting/Light Impasto” Action for creating a painted look from a photograph was applied to this image.*

## Sample Wow! Actions – Artistic Noise



*The "Wow!-Artistic Noise" Action for adding a grainy, speckled look was applied to this image.*

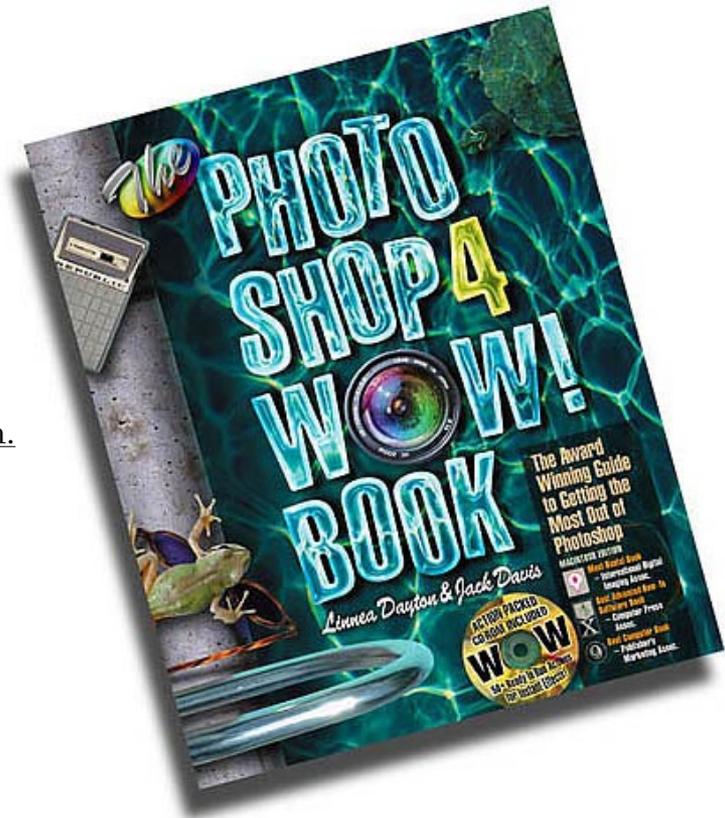
# The Photoshop 4 Wow! Book

For dozens more Actions and step-by-step instructions for creating compelling effects with objects, backgrounds, and other photos, we recommend the award-winning *The Photoshop 4 Wow! Book* by Linnea Dayton and Jack Davis, published by Peachpit Press (800-283-9444).

[Click here for sample pages from the Macintosh edition.](#)

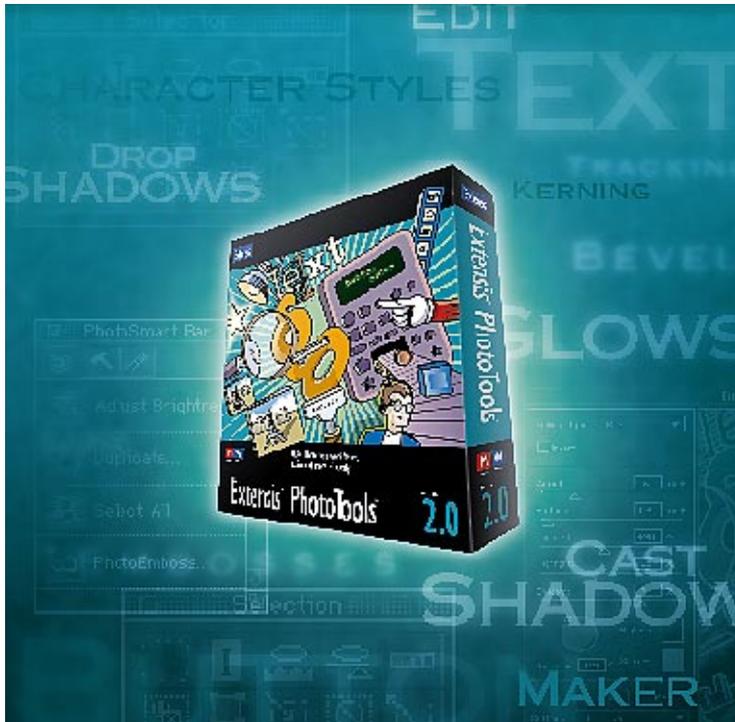
[Click here for sample pages from the Windows edition.](#)

[Click here for ordering information.](#)



## PhotoTools

Extensis PhotoTools 2.0 is the most versatile collection of text formatting, button building, shadow casting, and everyday effects generation plug-ins available for print, multimedia and Web design.



Digital Stock Objects Collection discs come with PhotoCastShadow which is one component of PhotoTools 2.0. With the complete PhotoTools you get tools for creating text, adding special effects such as bevels, glows, and embosses, and for accessing hundreds of Photoshop menu commands via one-click toolbars. You can also quickly create buttons for web and multimedia applications.

[Click here for more info on PhotoCastShadow.](#)

[Click here for PhotoTools documentation.](#)

[Click here for special pricing.](#)

Download PhotoTools direct at [www.extensis.com](http://www.extensis.com).

## Photoshop Info, Tips, and Tricks

*The Photoshop 4 Wow Book*

by Linnea Dayton and Jack Davis

Peachpit Press

ISBN 0-201-68856-5 (Mac)

ISBN 0-201-68857-3 (Win)

510-548-4393

800-283-9444

*The Photoshop Bible*

by Deke McClelland

IDG Books

ISBN 1-7645-4005-X

650-655-3000

## CMYK and Printing Information

*Preparing Digital Images for Print*

by Sybil and Emil Ihrig

Osborne McGraw Hill

ISBN 0-07-882146-0

510-549-6600

800-822-8158

*Professional Photoshop*

Dan Margulis

John Wiley & Sons Publisher

ISBN 0-471-01873-2

*Real World Photoshop 4*

David Blatner and Bruce Fraser

Peachpit Press

ISBN 0-201-68888-3

510-548-4393

800-283-9444

Download individual images at [www.digitalstock.com](http://www.digitalstock.com)