Shadow Caster™

Version 2.1 Addendum

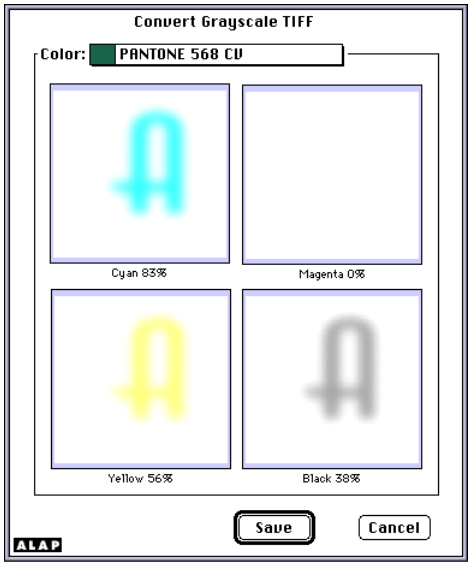
CONVERT TIFF

There may come a time when you need to burn a shadow into a colorized grayscale image. Often times you will want your shadow to be some color other then the color of the grayscale file, unfortunately this can not be accomplished unless you convert the colorized grayscale to a color TIFF file.

There is however a feature in ShadowCaster (2.1 and above) called **Convert TIFF** that will allow you to convert a grayscale TIFF into an equivalent CMYK TIFF. Thus allowing you to burn a shadow into the image that can be a different color than the original grayscale file.

The **Convert TIFF** command in the **Utilities** menu displays the **Convert TIFF** dialog box. **Convert TIFF** is only available when a single grayscale TIFF image is selected.

The **Convert Grayscale TIFF** dialog will reflect the current state of the grayscale image, including color, shade, and any contrast adjustments. The image then is broken down into its CMYK components and previewed.



Color

To change the color of the image, choose an option from the **Color** pop-up menu. This list contains all colors currently available in your QuarkXPress document. This has exactly the same effect as if you were to colorize the grayscale image from within QuarkXPress.

Note: To change the shade or contrast of the image you will need to use QuarkXPress controls for that.

Save

To convert the image with the attributes currently displayed in the dialog box, click **Save**. Shadow Caster displays a standard file dialog box that you can use to select the folder and drive to which you want to save the file. Once the file is saved ShadowCaster will re-import the CMYK image into the picture previously occupied by the grayscale image retaining all image properties.

WORKING WITH SPOT COLORS

The **Convert TIFF** function is also very useful for jobs that require only spot color output that including burning shadows.

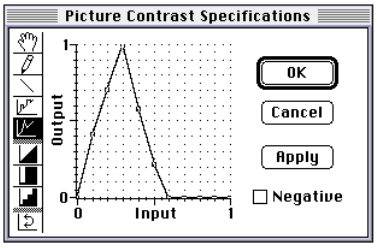
An example would be a two color job (some PMS color and black). By using **Convert TIFF** you can create a work around for this rather difficult task. You would start by taking your colorized PMS shadow and moving all of its pixel data to the cyan channel (we could have just as easily chosen either yellow or magenta). You can accomplish this by setting the color of your grayscale image to cyan and then using **Convert TIFF** to save it as a cmyk file. Now you will be able to burn a black shadow into this new cyan image, thus yielding an image that uses only two colors cyan and black. The one thing to keep in mind when using this work around, is that any item in your spot color job that was to be the original PMS color, now, needs to be cyan. However, when the film is output you will only need to instruct the printer to ignore the cyan name on the film and use your custom PMS color instead.

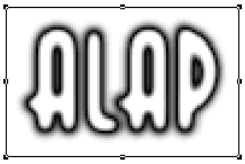
Using QuarkXPress's Contrast Adjustment

QuarkXPress provides a tool which allows you to adjust the contrast curve that gets applied to a grayscale TIFF image (**Other Contrast** command in the **Style** menu). In version 2.1 of ShadowCaster these contrast curve adjustment will be reflected within a burn operation. The results of these adjustments can yield quite pleaseing results.

The sample image below was created with three quick contrast adjustments from QuarkXPress each followed by a burn operation from ShadowCaster.

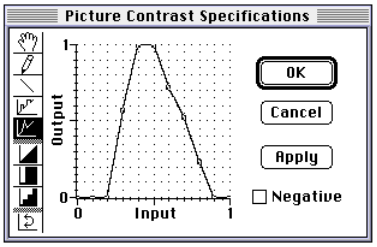
The steps to create this were quite simply. First we created a shadow from the type face Anna. We then applied a contrast adjustment to it with QuarkXPress.



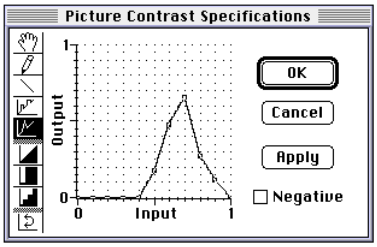


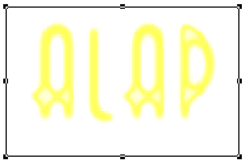
After applying our contrast adjustment we duplicated our shadow box ande used ShadowCaster's **Convert TIFF** feature, to change our duplicate image from grayscale to cmyk.

Our second step was to reselect our original shadow color it red and apply a new contrast curve to it. We then used ShadowCaster's burn method of add to apply our red pixel data to the cmyk image.



The final step was to reselect our original shadow this time coloring it yellow. Another contrast adjustment was made and ShadowCaster again was used to burn our yellow pixels into the image.





As you can see by using QuarkXPress's built in contrast adjustment along with ShadowCaster some very interesting effects can be achieved.

A New Burn Method (Replace)

To specify the way in which the pixels in the shadow image are combined with those in the target image, choose an option from the **Method** pop-up menu.

Replace

Replace with blue shadow | *Inverted Replace with blue shadow* | *Replace 50% red shadow*

Replace compares overlapping pixels of the shadow and the target image. It first inverts and screens back the shadows pixel value from the target, and then adds in the shadows non inverted pixel value to the target.