

Artwork & Halftones

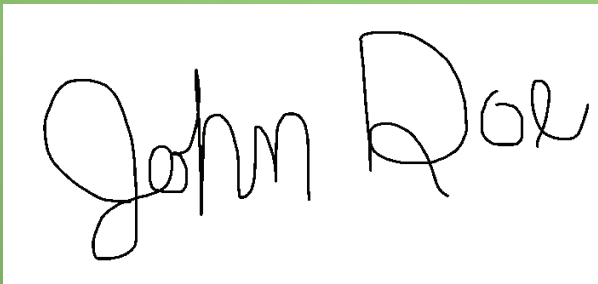
LINE ART

Is an image with just black, it has no gray.

Adobe Photoshop classifies this mode as **BITMAP**, because digitally it only contains black and white pixels.

Best applied to scanned images of floor plans, signatures, drawn illustrations and black & white art.

When scanning set to 1200 dpi, in bitmap mode, and save as a TIFF. Although the screen image will have a white background, like seen to the left, it will output to high-resolution printers with a transparent background, like seen on the right.



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RASTER ART

Digital art that is of photographic quality; consists of multi-colored pixels. Most commonly found in photos and web graphics, this format is generated/manipulated in raster-based programs such as Adobe Photoshop.



VECTOR ART

Digital art that consist of points, shapes, line and text. These components are not pixel-based, and therefore has a very high threshold when increasing the scale of the image. This format is normally generated in object-oriented programs such as Adobe InDesign and Adobe Illustrator



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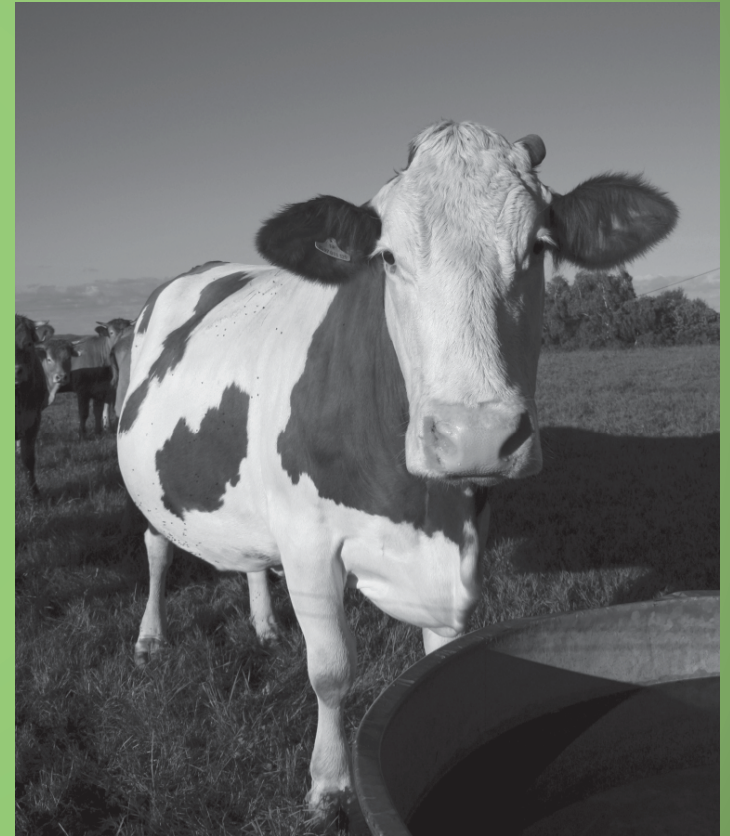
BLACK & WHITE CONTINUOUS TONE (CONTONE)

This is a black & white photograph, that consist of various shades of black from 0% to 100%. It is also known as **GRAYSCALE**.

A true continuous tone photograph that has been developed in a photo lab. You will not find a contone image in any printed publication, because it will consist of halftone dots.

In Adobe Photoshop, black & white images are classified as **GRAYSCALE**.

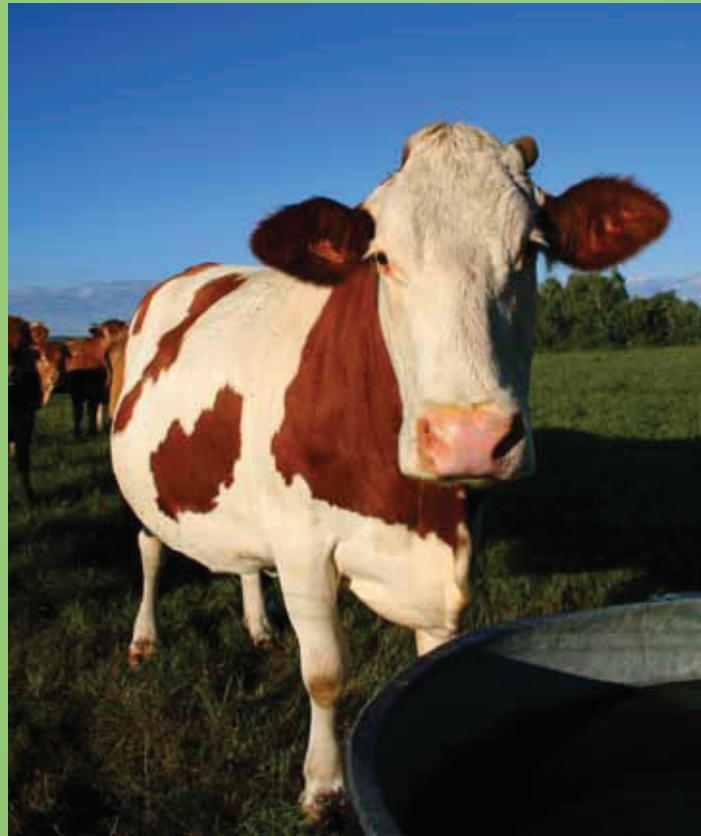
When the image is printed by a commercial or desktop printer is is not longer considered a continuous tone image.



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COLOR REFLECTIVE ART

A color photograph that has been developed by traditional methods of photography.



TINT

Color that has a certain percentage of white added.

When printing colors below 10%, the color may appear to be white.

There is no such thing as 0% of a color; 0% is white.

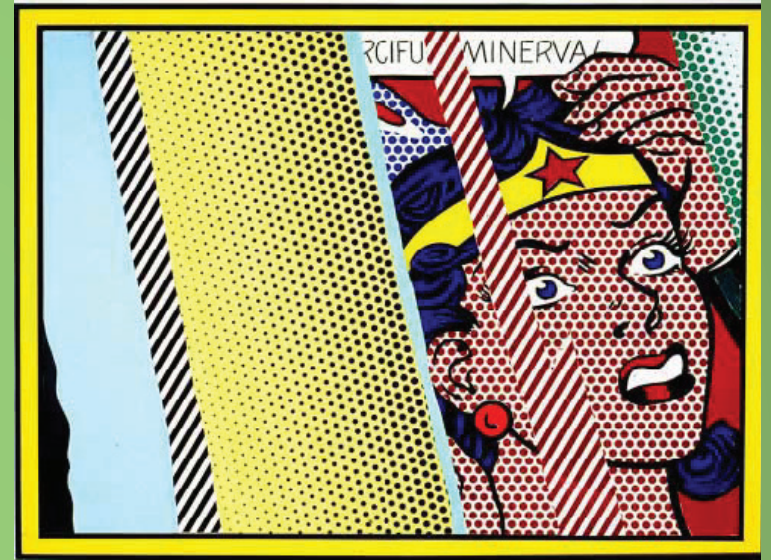


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HALFTONE

Halftones are the essence of printing images and tinted color. It is a series of dots, squares, ovals or lines that vary in size and/or thickness that help imitate the illusion of a continuous tone image when printing.

When looking through a printer's loupe at a printed sample, photos and tints will look like a comic book image or a painting by Roy Lichtenstein or Georges Seurat.



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Body Copy

Artwork & Halftones

In printing halftone dots are more commonly used than squares, ovals and lines. These dots (in printing) are arranged in a pattern which is referred to as a **SCREEN PATTERN** or **LINE SCREEN** (lpi: lines per inch). Depending on the quality of paper or lpi, the line screen will differ.

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FOR EXAMPLE:

The line screen of a newspaper will be different from the line screen of a magazine. Newspapers are printed on newsprint and magazines are printed on a higher quality paper. Since newsprint is cheap and thin it will require little ink, and therefore a larger halftone dot and lower lpi (65 lpi). Where as the paper for a magazines can handle more ink, a finer halftone dot and higher lpi (150 lpi)



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PRINTING HALFTONES

A halftone has one pattern and consist of one color.

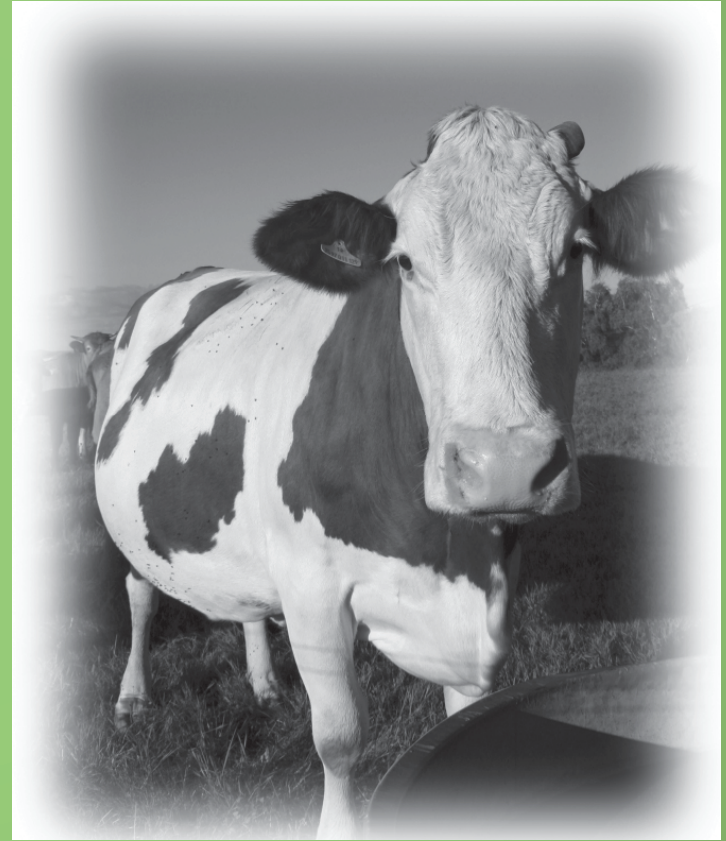
In printing full color, colors are printed separately, and each color has its own halftone pattern. Each pattern is printed over another to create the final image/graphic.



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VIGNETTE

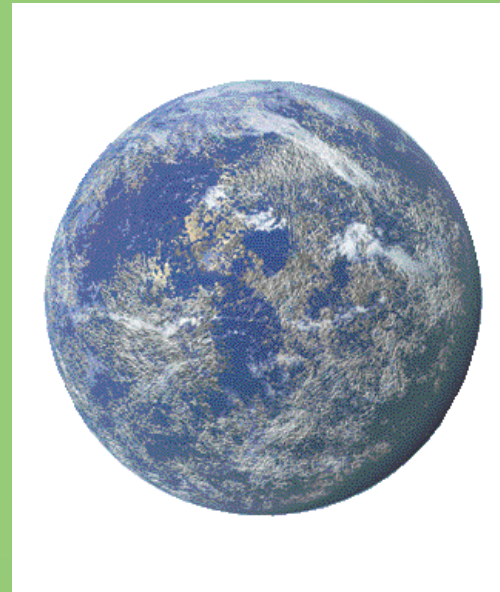
A halftone photo in which the edges of the photo are feathered.



SILHOUETTE

A halftone in which a component is “cut away” from the background or other elements within the main image.

The clipping path function in Photoshop allows for a smooth-edged-silhouette, while keeping the original image intact in the document.



DUOTONE

Technique in printing used to color black & white images. Duotones normally use black and a PMS color, or 2 PMS colors. The black, or 1st PMS, is a plate that picks up the highlights and shadows of an image; The second color, or 2nd PMS, is the second plate that picks up the middle tones, so the tonal values of the image are kept intact (i.e. There is a range in color tints from 0 to 100%).

DUOTONE: BLACK + PMS



DUOTONE: 2 PMS COLORS



FLAT TINT HALFTONE/FAKE DUOTONE

Technique used in layout programs like InDesign or Quark, where a black & white Tiff has one color assigned to the black pixels of the image, and the Tiff's photo box background is assigned another color.

A fake duotone can be identified simply from the lack of white in the image.

DUOTONE



FAKE DUOTONE



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HIGHLIGHT/DROPOUT HALFTONE

Halftone in which areas of the image have no screen dots just white space. Unless it is intentional, printers try to avoid areas with no screen dot. A tint that is 5% or lower may be added to avoid areas with no screen dots in the halftone pattern.



