



# RIVER CITY SILVER



Traditional & Digital  
Photographic Imaging Lab

## GICLÉE ARCHIVAL PIGMENT PRINTING

### The Giclée Process

With the introduction of Giclée Archival Pigment Printing with the new Epson 9600 Pro printer, River City Silver is blending the sensibilities of traditional fine art printmaking with the exacting world of digital imaging.

The Epson 9600 Pro printer is among the best piezo inkjet printers available. With the ability to print variable droplet sizes down to an incredibly small four picoliters at a resolution of 2880x1440 dots per inch, this printer can produce museum-quality prints. The seven color inkset (cyan, magenta, yellow, black, light cyan, light magenta, and light black) has a broad tonal range, and excellent color saturation, to produce prints with smooth color blends and excellent shadow and highlight detail.

### Inks and Longevity

The new Ultrachrome inks are made from pigments, not dyes, and rated for archival life of up to 100 years, depending on the substrate. This new seven-color inkset from Epson is designed to have a large color gamut, to accurately reproduce saturated colors and has a specially formulated black ink to produce deep blacks on the matte surfaces of most fine-art papers. The combination of long-lived pigment inks with 100% acid-free papers yields an archival-quality print which will retain its brilliance for generations.

### Substrates

River City Silver stocks four different fine-art substrates, including three watercolor papers and one cotton canvas. Other substrates may be specially ordered. Prices and turnaround times on special order papers may vary. The following are our four standard substrates:

**Somerset Velvet Enhanced:** One of the most popular papers for giclée printing, Somerset Velvet Enhanced is an acid-free 100% cotton rag paper with a bright surface and special coating for receiving the Ultrachrome pigment inks. Its 505 g/m<sup>2</sup> weight (225 g/m<sup>2</sup> for roll sizes above 44x36) gives it a substantial look and feel.

**Epson Fine Art Smooth:** This acid free 100% cotton rag paper is produced exclusively for Epson by Crane & Co. mills. It has a bright white surface with a smooth, hot-press finish, for sharp detail and brilliant colors. It has a basis weight of 425 g/m<sup>2</sup> (225 g/m<sup>2</sup> for roll sizes above 44x36).

**Epson Fine Art Textured:** This acid free 100% cotton rag paper is produced exclusively for Epson by Crane & Co. mills. It has a eggshell colored surface with a textured, cold-press finish and a basis weight of 425 g/m<sup>2</sup> (225 g/m<sup>2</sup> for roll sizes above 44x36).

**Canvas:** Made from the highest quality 100% cotton duck fabric, this unique heavyweight (18.8 mil) canvas has a tight weave that is ideal for fine-art reproductions and photographic images. Its special coating is designed to produce sharp detail while remaining pliable enough to withstand stretching.

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## GICLÉE ARCHIVAL PIGMENT PRINTING

### Custom Giclée Printing

River City Silver can translate your photograph, painting, drawing or other original into a museum-quality giclée archival pigment print. The exact procedure for doing this will depend on the nature of your original and the amount of digital color or image adjustment that you desire.

### Image Acquisition

The first step in the giclée process is the creation of a digital file to print. This is the most important step, and the time spent on preparing the file will determine how your finished print will look.

For photographic images, image acquisition involves scanning your negative or slide and color balancing the image to produce color that is pleasing and natural. 35mm, 120, 4x5 or 8x10 film will be professionally drum scanned and the color and density will be adjusted as needed. For old or damaged photographs, this step may also involve digital restoration.

For reproduction of fine art originals, such as paintings or drawings on canvas or paper, the process begins with shooting a 4x5 or 8x10 copy transparency of the original, scanning this transparency, and adjusting the color of the file until it is an accurate representation of the original, which usually involves making several proofs to check the color. RCS offers several color matching packages to ensure that the color of the original is reproduced as accurately as possible.

### Archiving

Once the digital file is created, it is archived to in-house CD or DVD, so that re-ordering prints is as easy as calling or sending us an e-mail. This allows artists to have open editions which can be printed on demand, in small runs, and at multiple sizes.

### Custom Printing Prices

Pricing is based on paper size, not image size. 9x11 proofs are \$9 on any surface.

SIZE	EPSON FINE ART PAPERS			SOMERSET VELVET			CANVAS		
	1	2-9	10+	1	2-9	10+	1	2-9	10+
9x11	18.00	10.00	8.00	20.00	12.00	9.00	-	-	-
12x15	22.00	12.00	10.00	25.00	15.00	11.00	-	-	-
15x24	43.00	24.00	19.00	48.00	28.00	21.00	60.00	36.00	26.00
18x22	47.00	26.00	20.00	52.00	31.00	23.00	65.00	39.00	29.00
24x30	82.00	45.00	36.00	90.00	54.00	40.00	115.00	68.00	50.00
22x36	89.00	49.00	39.00	99.00	59.00	44.00	125.00	74.00	54.00
36x44	167.00	93.00	74.00	185.00	110.00	80.00	230.00	140.00	100.00
44x60	270.00	150.00	120.00	300.00	180.00	135.00	375.00	225.00	165.00
Per Sq. Ft.*	16.00	9.00	7.00	17.00	10.00	8.00	21.00	12.00	9.00

\* Images larger than 44"x60" are priced per square foot.

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## GICLÉE ARCHIVAL PIGMENT PRINTING

### Discounted Giclée Prices for Print-Ready Files

Image files for giclée printing which are supplied to RCS in a properly formatted form are eligible for discounted printing prices. Artists who wish to prepare their own digital files should adhere to the specifications below in order to receive the discount. To facilitate color correction, RCS recommends making a 9x11 proof before printing large prints or editions. These proofs are available at a reduced price.

Files may be sent to RCS on CD, Zip disk, Jazz disk, or by e-mail. (E-mail files to [digital@rivercitysilver.com](mailto:digital@rivercitysilver.com), and include instructions on print size, quantity and substrate.)

### Specifications

**File types:** TIFF, JPEG, PSD. TIFF files may be supplied with or without LZW compression. JPEG files should be saved with a high quality factor (10 or higher in the Adobe Photoshop save dialog). PSD files should be saved to maximize compatibility. All files should be RGB.

**Size and Resolution:** Files should be sized for the final printed image. Consider that Giclée prints generally look best if they are printed with white borders, so it is advisable to make the image size somewhat less than the desired paper size. The quality of your print will be highly dependent on the resolution of the file you supply. For highest quality, please set the resolution near 300 DPI or above. Files lower than 100 DPI are not recommended for this process.

**Embed color profiles:** Files eligible for the discount should have the working color space profile embedded. To embed the profile in Adobe Photoshop 6.0 or 7.0, make sure that the "Embed color profile" checkbox is checked in the save dialog box. In Photoshop 5.0, check "Embed RGB profile" in the color settings dialog box. By embedding the color space profile, our color management system can reproduce the colors that you see on screen more accurately. (In order for this to work, your monitor should be accurately calibrated and profiled).

### Print-Ready Prices

Pricing is based on paper size, not image size. 9x11 proofs are \$9 on any surface.

SIZE	EPSON FINE ART PAPERS			SOMERSET VELVET			CANVAS		
	1	2-9	10+	1	2-9	10+	1	2-9	10+
9x11	10.00	9.00	8.00	12.00	10.00	9.00	-	-	-
12x15	12.00	11.00	10.00	15.00	13.00	11.00	-	-	-
15x24	24.00	21.00	19.00	28.00	25.00	21.00	36.00	32.00	26.00
18x22	26.00	23.00	20.00	31.00	28.00	23.00	39.00	35.00	29.00
24x30	45.00	40.00	36.00	54.00	48.00	40.00	68.00	61.00	50.00
22x36	49.00	44.00	39.00	59.00	53.00	44.00	74.00	66.00	54.00
36x44	93.00	80.00	74.00	110.00	100.00	80.00	140.00	125.00	100.00
44x60	150.00	135.00	120.00	180.00	160.00	135.00	225.00	200.00	165.00
Per Sq. Ft.*	9.00	8.00	7.00	10.00	9.00	8.00	12.00	11.00	9.00

\* Images larger than 44"x60" are priced per square foot.

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### Color-Matching Packages

Because paintings and other fine-art originals have different pigments than the pigments used in giclee printing, some colors may shift in the giclee reproduction process. In order to correct for this effect, our digital color specialists work with the digital capture of your painting to make the colors of your giclee print match those of your original. While most colors can be accurately reproduced with the giclee process, some colors, such as metallic, iridescent, fluorescent or extremely saturated colors may not be printable.

### Pricing

RCS offers several packages designed to meet your color matching needs:

**Basic color matching package:** For originals which contain few problem colors. Includes: 4x5 copy transparency, high resolution drum scan, two 9x11 proofs, and approximately one hour of file preparation (light dust/scratch removal, minor color adjustments). **\$175.00**

**Advanced color matching package:** For originals which require more work to match color (e.g. originals with highly saturated colors, unusual pigments, etc.) Includes: 4x5 copy transparency, high resolution drum scan, four 9x11 proofs, and approximately two hours of file preparation (heavy dust/scratch removal, precise color matching, or major image adjustments). **\$350.00**

**Customizing packages:** The packages above can be customized by adding the following:

Upgrade to 8x10 copy transparency (for large or detailed originals)	\$75.00
Surcharge for large originals (over 48" for 4x5; over 60" for 8x10)	\$25.00
Additional color correction or image enhancement (per quarter hour)	\$30.00
Additional 9x11 color proof	\$ 9.00

Full size proofs are available at 25% discount.

Color matching packages from existing copy transparencies are eligible for \$25 discount

### Artist's Checklist

- Decide what size your largest final image will be. Consider that Giclée prints look best when printed with wide borders around the actual image, especially on fine watercolor papers. We will make the scan sized for the largest print you will want; smaller prints can be made any-time, or can be ganged for cost savings.
- Pick the substrate of your choice. RCS stocks four different substrates, three watercolor (Smooth Fine Art, Textured Fine Art, and Somerset Velvet) and one canvas. Each one is ICC profiled for exacting accuracy and consistency.
- If you are submitting artwork, decide between 4x5 and 8x10 copy transparencies. The 8x10 format is appropriate for very large or very detailed originals.
- "Camera Ready" artwork means 2D, on a firm substrate, without curls or creases. (Unstretched canvas, fabrics, curled originals, and 3D subjects, or originals with a maximum dimension over 10' may require additional charges).
- If possible, do not varnish paintings before copying to cut down on specular highlights in the copy process.

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