

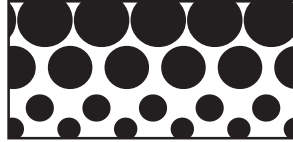
PhotoTips

for black and white printing

Here are some of the facts you should know:

PhotoTip Terms

A photograph is a "continuous tone image". To be printed on a press a photograph must be turned into a halftone. This is done by computer or by techniques in a darkroom. A halftone is created by merging a screen pattern of tiny dots with a photograph to create the illusion of tones. The quality of a halftone cannot match that of a photograph.



A magnified halftone

Tip 1

Frame the subject. Get close enough so that the subject fills the frame.



Tip 2

Make sure there is good contrast between the subject and the background.



Tip 3

Make sure subject is well lit. Use flash to fill in shadows areas. Keep the sun to your back.

Tip 4

Black and white photos usually print better than color photos. Black and white film is "panchromatic" and makes all colors an appropriate shade of gray.

Tip 5

Color photographs usually reproduce well for black and white printing as long as you follow the other PhotoTips, mainly a clear, focused photo with good contrast.

Tip 6

Use the proper film for your light conditions, 100 speed for bright outdoor light, 200 speed for overcast or shade, 400 speed for low light.

Light Conditions	Film Speed
Bright Outdoor Light	100
Overcast or Shade	200
Low Light	400

Tip 7

Make sure the photograph is focused for a clear sharp image of the subject. If possible, avoid using a fixed-focus camera. An SLR, single lens reflex camera (where you view through the lens) often works best.

Tip 8

Take extra photographs — Take several different points of view, or with different camera settings. Then you can choose the best ones.



Bonus Tip!

Test the prints by making a black and white photocopy to see how the color photos look in black and white. This certainly will not show you exactly what the printed photo will look like, it will help in selecting the best photos to use.



MODLIN PRINTING & OFFICE SUPPLY CO.

213 Main Street, P.O. Box 57 • Smithfield, VA 23431

Phone 757-357-2323 • Fax 757-357-7807

Email modlin@modlinprinting.com

Hours: Monday through Friday 8 a.m. to 5 p.m.