

Shortcuts and Detours: How Photographers Actually Manage Color

C. David Tobie, ColorVision, Inc., USA

Abstract

ICC color management was born in the prepress field where hardware and software costs in the thousands of dollars, and consulting fees to match, were acceptable. Its move into the field of photography has required adjustments on both sides.

Photographers come from a highly individualistic world where the eye reigns supreme, and decisions are made largely through personal visual discernment. Technical understanding of digital processes such as color management is not a part of their backgrounds or training. Thus photographers are most willing to accept color management when it fits their expectations: simple, easy to use, visually oriented, and affordable.

This talk will cover color control from the photographer's viewpoint, including:

- My print is 5cc too Magenta: and other clashes of methodology.
- RAW Conversion: How most photographers sidestep source profiling entirely.
- Life Without Chromes: How photographers have made their peace with colorimetric definitions of colors.
- A Spyder and a prayer: How hardware monitor calibration serves photographers for source, viewing, and print purposes; often being the only active color management they perform.
- Cyanasaurus: How CMYK is becoming extinct in photographic workflows.
- Brave New Worlds: Where photographers are leading color management.