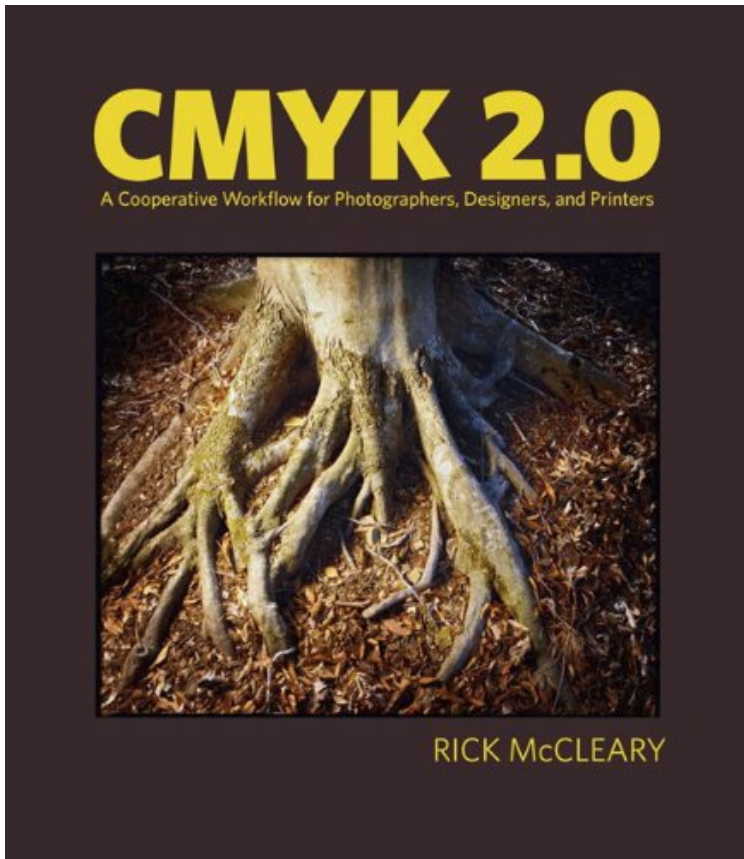


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# CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers



Par Rick McCleary  
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## Description :

Prsentation de l'diteurTwenty years ago, achieving predictable CMYK color on press was a relatively straightforward process. All the partners in the processphotographers, designers, and printershad clearly defined roles and responsibilities. With the introduction of Adobe Photoshop in 1990, the digital imaging revolution changed all that. Roles suddenly shifted and blurred. Standards disintegrated. The entire process quickly spiraled into a chaotic free-for-all that couldnt help but leave everyone frustrated as they scratched their heads and wondered, Whats wrong with my color? CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers has one purpose: to get us all back on the same path to creating predictable color in the RGB-to-CMYK workflow. In a field that often features very strongand very differentopinions, author Rick McCleary emphasizes the need for cooperation, collaboration, and communication. After first establishing a context for how we all got here, McCleary redefines each partners role in the process, demystifies the entire RGB-to-CMYK workflow, and offers a clear, step-by-step guide to achieving predictable color on press. Written with exceptional clarity, CMYK 2.0 presents a highly detailed and thoroughly rigorous approach to CMYK color, and it offers a workflow that all photographers, designers, and printers needone that works. The book's companion website provides a collaborative forum of

growing resources and information on all things CMYK. Revue de presse "Genuinely a must for content creators, print buyers, project managers or anyone who is involved with printing critical color in any way.

Wish I had written it!" Daniel Dejan, Sappi Fine Paper/North America ETC Print Creative

Manager Presentation de l'éditeur Twenty years ago, achieving predictable CMYK color on press was a relatively straightforward process. All the partners in the process—photographers, designers, and printers—had clearly defined roles and responsibilities. With the introduction of Adobe Photoshop in 1990, the digital imaging revolution changed all that. Roles suddenly shifted and blurred. Standards disintegrated. The entire process quickly spiraled into a chaotic free-for-all that couldn't help but leave everyone frustrated as they scratched their heads and wondered, "What's wrong with my color?" *CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers* has one purpose: to get us all back on the same path to creating predictable color in the RGB-to-CMYK workflow. In a field that often features very strong and very different opinions, author Rick McCleary emphasizes the need for cooperation, collaboration, and communication. After first establishing a context for how we all got here, McCleary redefines each partner's role in the process, demystifies the entire RGB-to-CMYK workflow, and offers a clear, step-by-step guide to achieving predictable color on press. Written with exceptional clarity, *CMYK 2.0* presents a highly detailed and thoroughly rigorous approach to CMYK color, and it offers a workflow that all photographers, designers, and printers need one that works. The book's companion website provides a collaborative forum of growing resources and information on all things CMYK.