



# Color Imaging Workflow Primitives: Details and Examples

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The term “color fidelity” refers to the successful interoperability of color data, from image creation to output across multiple targets, such that color reproduction quality consistent with the user’s intent can be achieved

Note: Interoperability among system color components, necessary for color fidelity, is both color-workflow and market-segment dependent

Let's define our terms...

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definitions for architecture, image state,  
and image processing

- Device calibration *Color Calibration*
  - ♦ Alters the color response of a device to return it to a known state
- Capture and visualization characterization *Color Characterization*
  - ♦ Describes the color response of an input or output condition
- Profile creation *Color Aim Implementation*
  - ♦ Encodes a characterization and a color aim for use in a transform
- Image color encoding *Color Source Specification*
  - ♦ Unrendered (e.g., capture a scene) vs. color-rendered (targeted)
- Profile selection and exchange *Color Communication*
  - ♦ Profiles can be embedded with an image or document, or can be transmitted as separate files
- Profile use *Color Transformation*
  - ♦ Profiles are applied in pairs to transform an image from a current encoding (the source) to another encoding (the destination)
- Visualization – the human element *Color Aim Expectation*
  - ♦ What does the human expect?

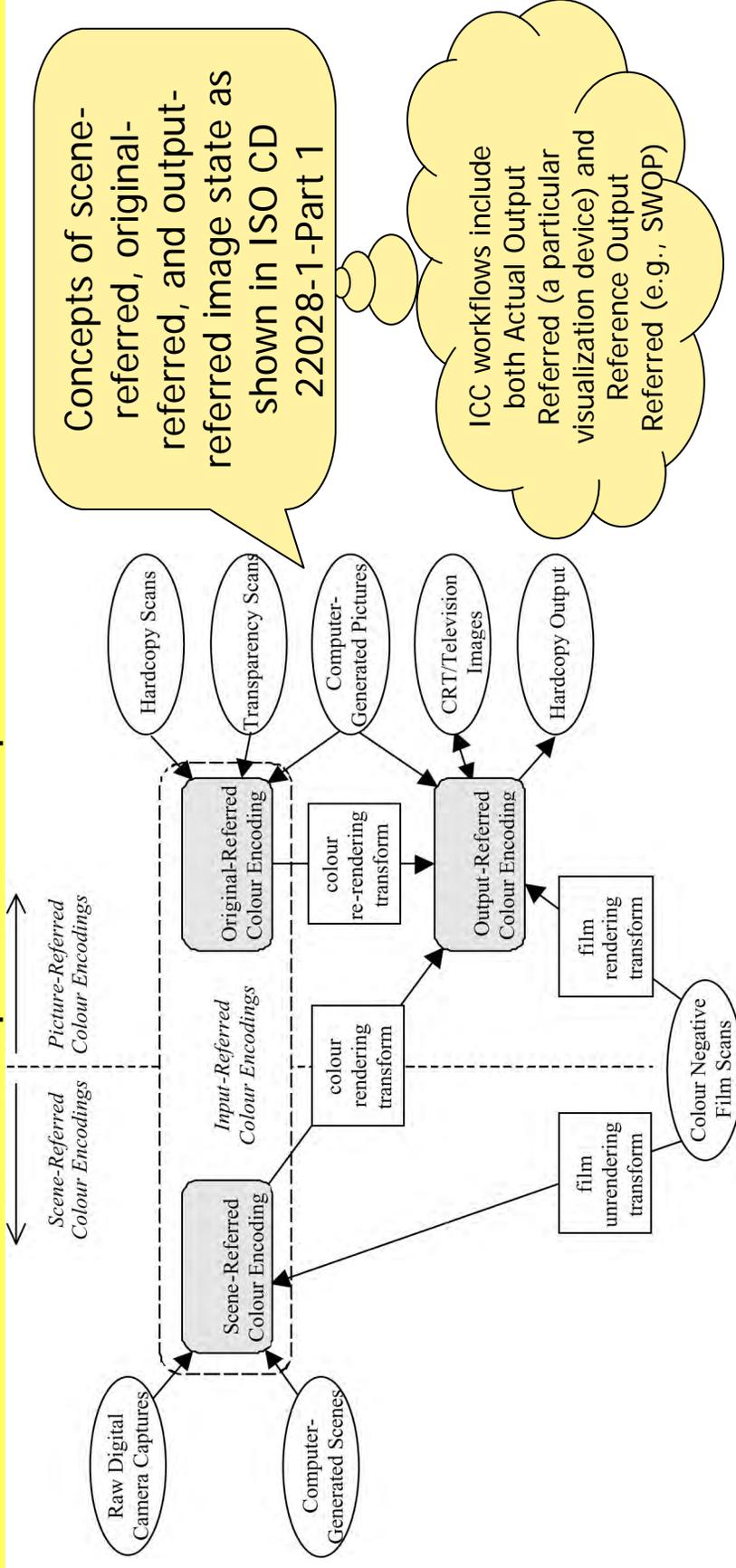
- ICC color management can be used to front-load color knowledge and color preference into a workflow 'setup'
- Workflow elements are distributed over time and location
- Workflow elements are created by multiple vendors
- In such a distributed, multi-vendor system, interface definitions between the components are critical
  - ◆ Data definitions
  - ◆ Behavior definitions
- The ICC provides those definitions
  - ◆ Currently, the ICC specifies the data exchange format of the color transform metadata
  - ◆ In addition, the ICC specifies a limited set of profile "interpretation" rules recommending CMM behavior

# Definitions

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- Image state

- The degree to which image data has been constrained or purposed to a particular visualization mechanism, as compared to the degree to which the image data has been retained unaltered with respect to its capture condition



- 'Scene-Referred image data' (SR)
  - Image data that unambiguously encodes the spectral reflectances of the scene (including scene capture parameters) using a very large gamut, high resolution
  - A scene-referred image is intended to be used as the original image
- 'Original-Referenced image' (OR)
  - The idea of image state is intended to be useful in thinking about two concerns:
    1. "What processing has been applied to this image?"
    2. "How should I sequence my workflow to maximize color fidelity?"
- 'Reference image' (REF)
  - Output of a color management system (i.e., minimize the need to estimate colors?)
- 'Actual-Output-referred image' (AOR)
  - Output-referred image that is intended to be rendered to a specific, particular, realizable device (e.g., encoding the intended color appearance of an image as it is to be printed to a particular printer)

- 'Scene-Referred image data' (SR)
  - ♦ Image data that unambiguously encodes the spectral reflectances of the scene (including scene-capture tristimulus encodings)
  - ♦ A scene-referred image would be encoded using a very large gamut, high dynamic range color encoding specification
- 'Original-Referred image data' (OR)
  - ♦ Image data that unambiguously encodes a captured computer-generated or hardcopy original
- 'Reference-Output-Referred image data' (ROR)
  - ♦ Output-referred image data that is color-rendered to a standardized output (i.e., an output that is defined through an ideal specification - a precise, arbitrary, output definition that may or may not be realizable)
- 'Actual-Output-Referred image data' (AOR)
  - ♦ Output-referred image data that is color-rendered to a specific, particular, realizable device, e.g., encoding the intended color appearance of an image as it is to be printed to a particular printer

- The wide range of particular scene-referred instances, original-referred instances, reference-output-referred instances, and actual-output-referred instances are coalesced into these four meta-image-states, allowing the establishment of an overarching set of "workflow rules" governing the relationships between these image states:
  - ♦ Capture occurs into either the scene-referred state or the original-referred image state - i.e., a capture-referred state
  - ♦ Image data must be "color-rendered" to an actual-output-referred color encoding specification before it can be visualized through any output mechanism
  - ♦ A reference-output-referred image can be used as a standardized exchange of expected or preferred output color appearance, but may or may not be directly physically realizable
  - ♦ Device dependent color encodings that are not associated with any ICC profile or means of converting to CIE colorimetry (thereby achieving device independence) cannot be color managed

- Workflow permutations
  - ◆ RGB workflow
    - RGB encoding is retained and exchanged
    - RGB can be 'visualization constrained' output-referred (e.g., sRGB) or capture-referred (calibrated digital camera RGB, calibrated scanner RGB)
  - ◆ CMYK workflow
    - CMYK 'visualization constrained' encoding is retained and exchanged
    - CMYK can be actual-output-referred
    - CMYK can be reference-output-referred
  - ◆ Re-targeting
    - Maintaining image colorimetry while changing device code values to customize to a particular device of the same or larger gamut
      - CMYK black channel preservation may or may not be included
    - Proofing a final visualization to an intermediate device can be successful to the degree that the proofing device gamut is larger or equal
  - ◆ Re-purposing
    - Re-color-rendering data that has been color-rendered for a particular output gamut to a different output gamut

- Four fundamental image processing operations
  - ◆ Correction operations:
    - 'Corrections' are operations that are required based on device limitations or anomalies
    - 'Corrections' can be capture side image specific adjustments that prepare an image so that it can then be processed through gamut mapping operations, appearance operations, and/or preference operations in different ways for different output options
    - Capture correction operations can be image and capture method specific and should precede color-rendering operations
    - Correction operations can also occur at the final stage of output, within the output device (e.g., output device calibration)
    - Output correction operations are device specific, and are the responsibility of the output device

- Four fundamental image processing operations
  - ♦ Appearance operations:
    - Appearance operations are input to output environment specific operations
    - Examples are
      - Lightening or dynamic range compression to compensate for illumination level and surround differences
      - Unsharp masking to maintain detail contrast
    - Depending on the particular situation, a preference or gamut mapping algorithm might operate prior to or following an appearance operation

- Four fundamental image processing operations
  - ♦ Preference operations:
    - Preference operations are image specific and may be output gamut constrained
    - Preference issues deal with intentional alterations of appearance to increase the aesthetic value of an image
    - The preference may pertain to a particular visualization
      - Applied in an output-referred image state
    - The preference may pertain to all visualizations
      - Applied in a capture-referred image state
    - Examples
      - Sharpening and contrast boosting
      - Selecting a saturated green grass that you know is actually within a targeted output gamut  $\Rightarrow$  output constrained preference adjustment
      - Preference operations may be part of a color-rendering operation or may be distinct

- Four fundamental image processing operations
- ♦ Gamut mapping operations:
  - Gamut mapping operations are input to output specific
    - Mapping the co-ordinates of the elements of a source image to the co-ordinates of the corresponding elements of a reproduction
    - Compensating for differences in the source and output color gamut volume and shape
  - E.g., Perceptual PCS to visualization output gamut
  - Gamut mapping operations fit the results of appearance and preference operations into actual device/medium gamuts
    - Ideally providing best results when the operation is image specific
  - The term 'gamut mapping' includes the simple case of clipping at the gamut boundary as must occur when going from a larger gamut to a smaller gamut even in the media-relative colorimetric Rendering Intent case

## workflow building blocks and descriptions

- Capture
  - Device correction operations
  - Process control stability
  - Digitization format and device dependent manufacturing
- Color
  - Identify the workflow primitives that are the building blocks of every workflow.
  - Describe those workflow primitives and differentiate them from each other.
  - Use these 'normalized' building blocks to represent real world workflows.
- Apply 'reference encoding transforms
- Apply visualization color specific transforms
  - Scum dot elimination
  - Separation  $\leftrightarrow$  gamut interactions
- Adjust image/object
  - Apply image preferences
  - Preference operations are arbitrary & use specific object/entity selection of objects information
  - Section operations
  - Control stability
  - Halftoning, trapping
  - Can include black channel
  - UCR/GCR, black-only
  - Overprint/knockout
- Display the assembled entity

- Capture
  - Device correction operations
  - Process control stability
  - Digitized format and data are device dependent and manufacturer controlled
- Color-Render (CMM)
  - Appearance and gamut mapping operations - input to output
  - Apply capture specific characterization transform
  - Apply 'reference' color space encoding transforms
  - Apply visualization condition specific transforms
    - Scum dot elimination
- Separation ↔ gamut interactions

What is that proprietary function that handles digitization?  
arbitrary & use specific

Assemble object/entity  
What is the "primitive" functionality of a CMM?  
VISUALIZE

- Device correction operations
- Manufacturer controlled
- Process control stability
- Includes halftoning, trapping
- Can include black channel
  - UCR/GCR, black-only
  - Overprint/knockout
- Display the assembled entity

- Capture

- Device
  - How do we factor in to the workflow the image edits that people want to do to improve their images?
- Preference
- Digital device dependent

## Adjust image/object

- Apply image preferences
- Preference operations are arbitrary & use specific

- Control

- Assemble object/entity
  - Combination of objects
  - Control of job information

In many workflows, probably all workflows in the commercial world, we need to combine images, text, and vector...  
...and we need to keep track of all of the data and metadata in a "job"

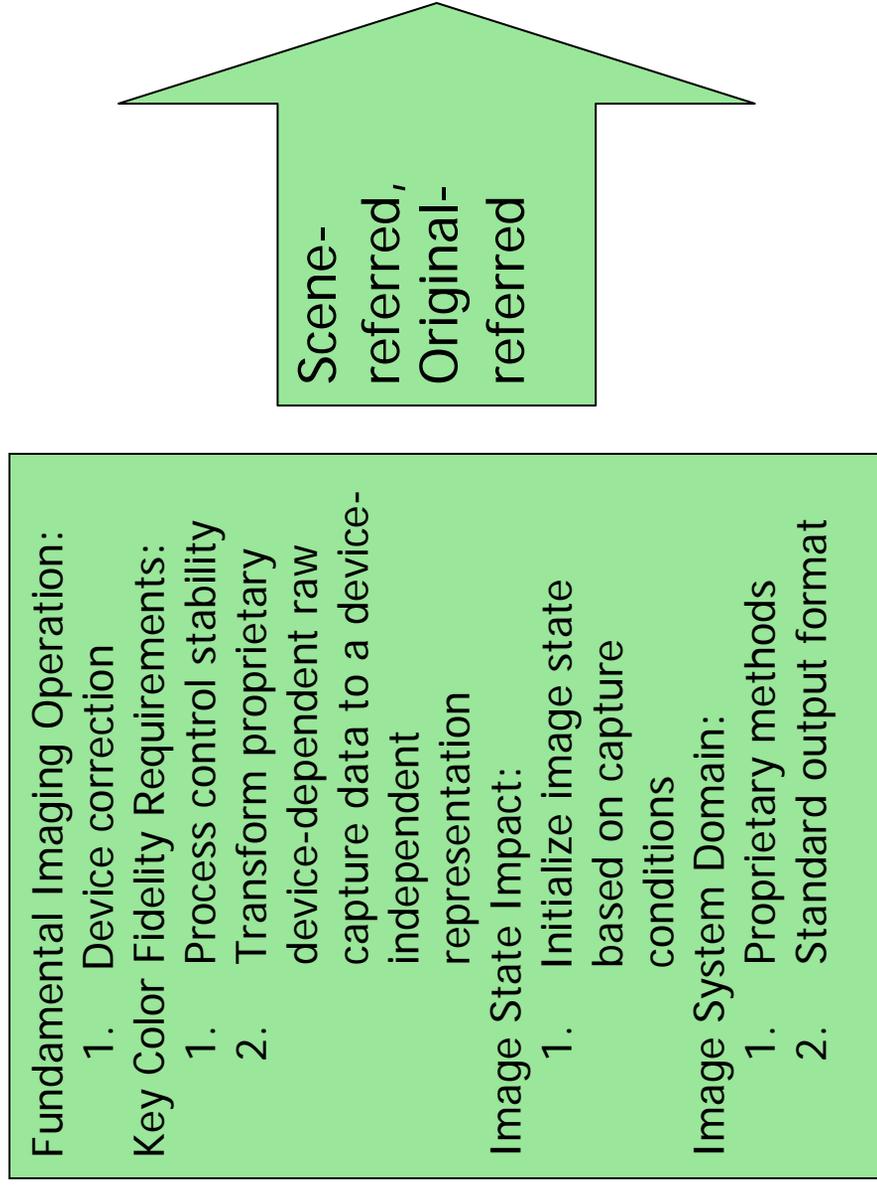
- Visualize

- Device correction operations
- Manufacturer controlled
- Process control stability

- Includes halftoning, trapping
- Can include black channel
  - UCR/GCR, black-only
  - Overprint/knockout

What is the proprietary function that handles display?

- Apply visualization specific transfer functions
  - Scum dot elimination
  - Separation ↔ gamut mapping
- Display the assembled entity



- Capture Scene
  - ♦ Image state is initialized to scene-referred
  - ♦ Capture scene-referred images from a digital camera or from a scan of a negative
  - ♦ Process to correct for capture device, e.g., gray balance and intensity adjustment
  - ♦ Data is not color-rendered to any visualization, i.e., an ICC profile is associated but not applied
  - ♦ Scene capture refers to capture of the spectral radiances of a view of the natural world and may also include capture of a computer simulation of such spectral radiances
  - ♦ The Capture Scene primitive produces scene-referred images
    - each with an associated input profile - characterizing the capture condition (negative scanner, digital camera)

- Capture Original
  - ♦ Image state is initialized to original-referred
  - ♦ Capture reflection or transparency color-rendered images, scan from reflection hardcopy (e.g., artwork), or scan from positive transparency; or capture color-rendered computer generated image
  - ♦ Process to correct for capture device, e.g., gray balance and intensity
  - ♦ The original-referred image data contains color-rendering to the output gamut of the process that created the original hardcopy
  - ♦ This case includes color-rendered computer graphics images: image data created through computer graphics application that is rendered to an image look and is original-referred to the creation station
  - ♦ Computer generated color-rendered images may be rendered to the gamut of the creation display, or rendered to a print softcopy
  - ♦ The Capture Original primitive produces original-referred images
    - each with an associated input profile - characterizing the capture condition (e.g., reflection scanner, positive transparency scanner, computer graphics workstation monitor) - the profiles are not applied

Capture-referred,  
Output-referred

## Fundamental Imaging Operations:

1. Gamut mapping and appearance operation
2. Preference operation

## Key Color Fidelity Requirements:

1. Process characterization
2. Transform a source device-independent representation to a destination device-independent representation

## Image State Impact:

1. Change or 'nest' image state based on color-render condition

## Image System Domain:

1. Standard format interface
2. Standard media-relative colorimetric methods
3. Proprietary perceptual methods

Applied rendering,  
Virtual rendering

- Color-Render CHANGES IMAGE STATE
- Color-Render includes profile based gamut mapping and manual adjustments to correct gamut mapping
- Color-Render includes gamut to gamut transform, e.g., CMYK to CMYK, sRGB to monitor RGB transform, within the same meta-image-state
- Color-Render includes appearance (viewing environment) adaptation and preferential aspects of the perceptual intent
- Color-Render may occur ONE or N TIMES
  - ♦ Following Capture
  - ♦ Before Adjust Image/Object
  - ♦ Following Adjust Image/Object
  - ♦ As a substep of Assemble Object/Entity
  - ♦ After Assemble Object/Entity
  - ♦ As a substep of Visualization
  - ♦ Using Visualization (manual color-rendering)

- Gamut mapping and appearance mapping are carried out in combination between a source profile, a destination profile, and a color management module (CMM)
- Both gamut mapping and appearance adaptation are built into the perceptual transforms of source and destination profiles
- Chromatic adaptation is built into media-relative colorimetric intent transforms
- A CMM handles clipping to the destination gamut boundary as required for the media-relative colorimetric intent
- A CMM should handle certain gamut mapping cases
  - ♦ E.g., for perceptual, media-relative colorimetric, and saturation intents, white should NEVER be interpolated
    - 255r,255g,255b should always convert to non-image/non-ink values (255,255,255 for RGB and 0,0,0,0 for CMYK)

- ‘Virtual color-rendering’ can be used to assign a visualization for later use

⇒ Producing images with an associated (but not applied) Visualization Condition (ICC Profile), e.g., “Virtual CMYK”

Examples

- ♦ SR Data + Input Profile ⇒ SR Data + Input Profile + Output Profile(s)\*\*
- ♦ OR Data + Input Profile ⇒ OR Data + Input Profile + Output Profile(s)\*\*
- ♦ ROR Data + Source Profile ⇒ ROR Data + Source Profile + Output Profile(s)\*\*
- ♦ AOR Data + Source Profile ⇒ AOR Data + Source Profile + Output Profile(s)\*\*

\*\* optional additional Output Profile to handle proofing, image setter, etc.

The 2nd or additional output profile would be chained following the input and primary output profiles when the image data is processed for the proofer, imagesetter, etc.

- ‘Applied color-rendering’ can be used to process image data through a source profile and one or more destination profiles
- ⇒ Producing images realized in a Visualization Condition (output-referred state)

Examples

- ♦ SR Data + Input Profile ⇒ AOR or ROR Data + Source Profile
- ♦ OR Data + Input Profile ⇒ ROR or AOR Data + Source Profile
- ♦ ROR or AOR Data + Source Profile ⇒ a different ROR or AOR Data + Source Profile

# The Color-Render (CMM) Workflow Primitive 26

- 'Virtual color-rendering' can be used to design a visualization

⇒ Produces images with an associated (broadcast) Visualization Condition (ICC Profile)

Examples

- SR Data + Input Profile
- AOR Data + Input Profile
- AOR Data + Input Profile + Source Profile

Note that in a Version 4 Input profile –

the media-relative colorimetric rendering intent portrays a capture-referred image into the Colorimetric PCS – in this case a Color-Render transform is applied (chromatic adaptation, white point mapping)- but the image does not become "output-referred"

...so in this case managing the display image state is up to the destination profile.

- 'Applied color-rendering' through a source profile

⇒ Producing images realized in a destination state (output-referred state) Examples

- SR Data + Input Profile ⇒ AOR Data + Source Profile
- OR Data + Input Profile ⇒ ROR Data + Source Profile
- ROR or AOR Data + Source Profile ⇒ a different ROR or AOR Data + Source Profile

# The Adjust Image/Object Workflow Primitive 27

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**Fundamental Imaging Operation:**

1. Preference operation

**Key Color Fidelity Requirements:**

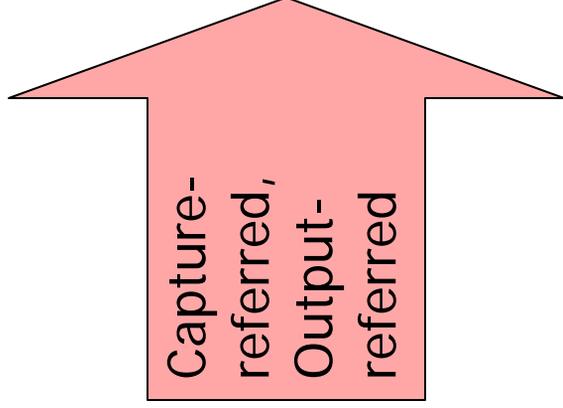
1. Proprietary methods estimate expected visualization conditions
2. Transform an initial representation into an 'expected visualization' preferred representation

**Image State Impact:**

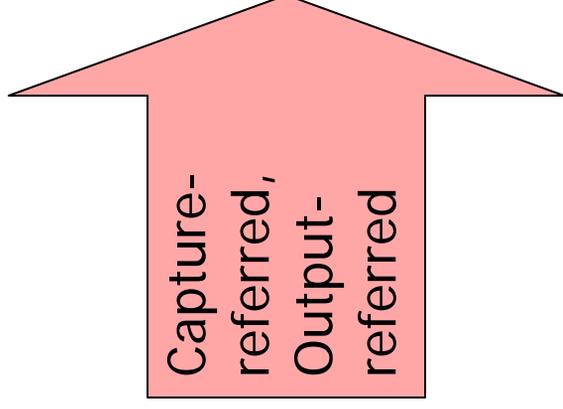
1. Persist image state
2. Same-state appearance changes are encoded in image or metadata

**Image System Domain:**

1. Standard format interface
2. Proprietary methods



Capture-referred,  
Output-referred



Capture-referred,  
Output-referred

# The Adjust Image/Object Workflow Primitive 28

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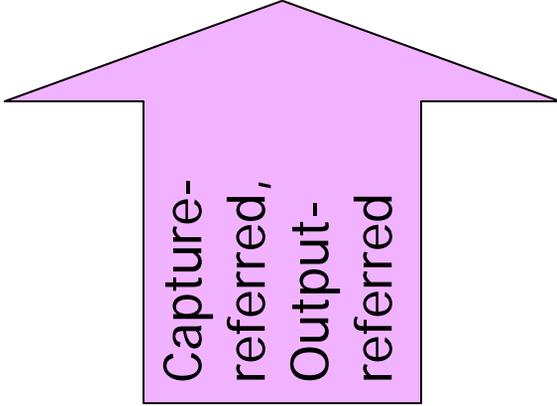
- Adjust deals with preference and aesthetic changes, not changes required due to constraints imposed by any particular visualization mechanism
  - ♦ Adjust does NOT change image state
  - ♦ Adjust DOES change encoded values
  - ♦ Adjust does not change image or assembled object file formats
- Adjust includes local and/or global preference operations
- Adjust may occur ONE or N TIMES
  - ♦ Following Capture
  - ♦ Before Color-Render
  - ♦ Following Color-Render
  - ♦ As a substep of Assemble Object/Entity
  - ♦ As a substep of Visualization
  - ♦ Using Visualization
- Global preference changes may be accomplished by adjusting a profile

- Directly Preference adjust image data
  - ♦ Any associated profile(s) are carried along but not changed
  - ♦ This method will support local changes as well as global changes in the image data
  - ♦ Optionally, adjust image data while viewing through the associated input/source profile, or the concatenated input/source and destination profiles
  - ♦ Adjust image data while viewing through the available profile(s) to get the desired real or virtual output appearance and to ensure that the preference adjustments are compatible with profile-based color-renderings

- Preference adjust the perceptual intent of the input/source profile associated with an image
  - ♦ While viewing the (capture-referred or reference-output-referred) image through the input/source profile and, if a destination profile is associated, while also viewing it through the destination profile
  - ♦ The edits are applied to the perceptual intent transform of the input/source profile and the viewing is through the perceptual intent transform(s) of the associated profile(s)
  - ♦ This method allows only global changes using the current ICC paradigm
- This path requires an image container or file format that can support embedding or associating at least one profile with an image, so that the input/source profile containing the edits can be linked with the image
- If an output profile is also associated, then the image container must allow two linked profiles

- Preference adjust an abstract profile associated with an image
  - ♦ While viewing the (capture-referred or reference-output-referred) image through the input (or) source profile and, if a destination profile is associated, while also viewing it through the destination profile
  - ♦ One advantage in using an abstract profile to capture edits, compared to using either a source/input or destination profile, is that then image dependence can be constrained to the abstract profile, rather than being merged with the device-centric source/input or destination profiles
  - ♦ This method allows only global changes using the current ICC paradigm
  - ♦ **This path requires an image container or file format that can support embedding or associating more than one profile with an image, so that at least 2 profiles (the input/source profile and the abstract profile) can be linked with the image**
  - ♦ **If an output profile is also associated, then the image container must allow three linked profiles**

- Preference adjust the perceptual intent transform of the output profile associated with an image (before it is applied)
  - ♦ While viewing the (capture-referred or reference-output-referred) image through the input/source profile and output profile
  - ♦ The edits are applied to the output profile perceptual intent transform and the viewing is through the perceptual intent transform(s) of the associated profiles
  - ♦ This method allows only global changes using the current ICC paradigm
- This path requires an image container or file format that can support embedding or associating at least two profiles with an image, so that the input/source profile, and the output profile with the edits, can be linked with the image
- This method can be used to accomplish visualization-specific preference adjustments



Capture-referred,  
Output-referred

**Fundamental Imaging Operation:**

1. None

**Key Color Fidelity Requirements:**

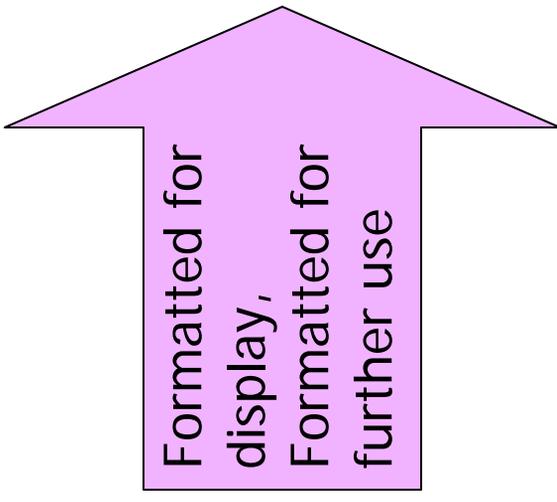
1. Job control and format persistence and control
2. Proprietary methods incorporate expected visualization conditions
3. Combine images and objects for an expected visualization

**Image State Impact:**

1. Persist image state
2. Format images and metadata in PDL and job protocol containers

**Image System Domain:**

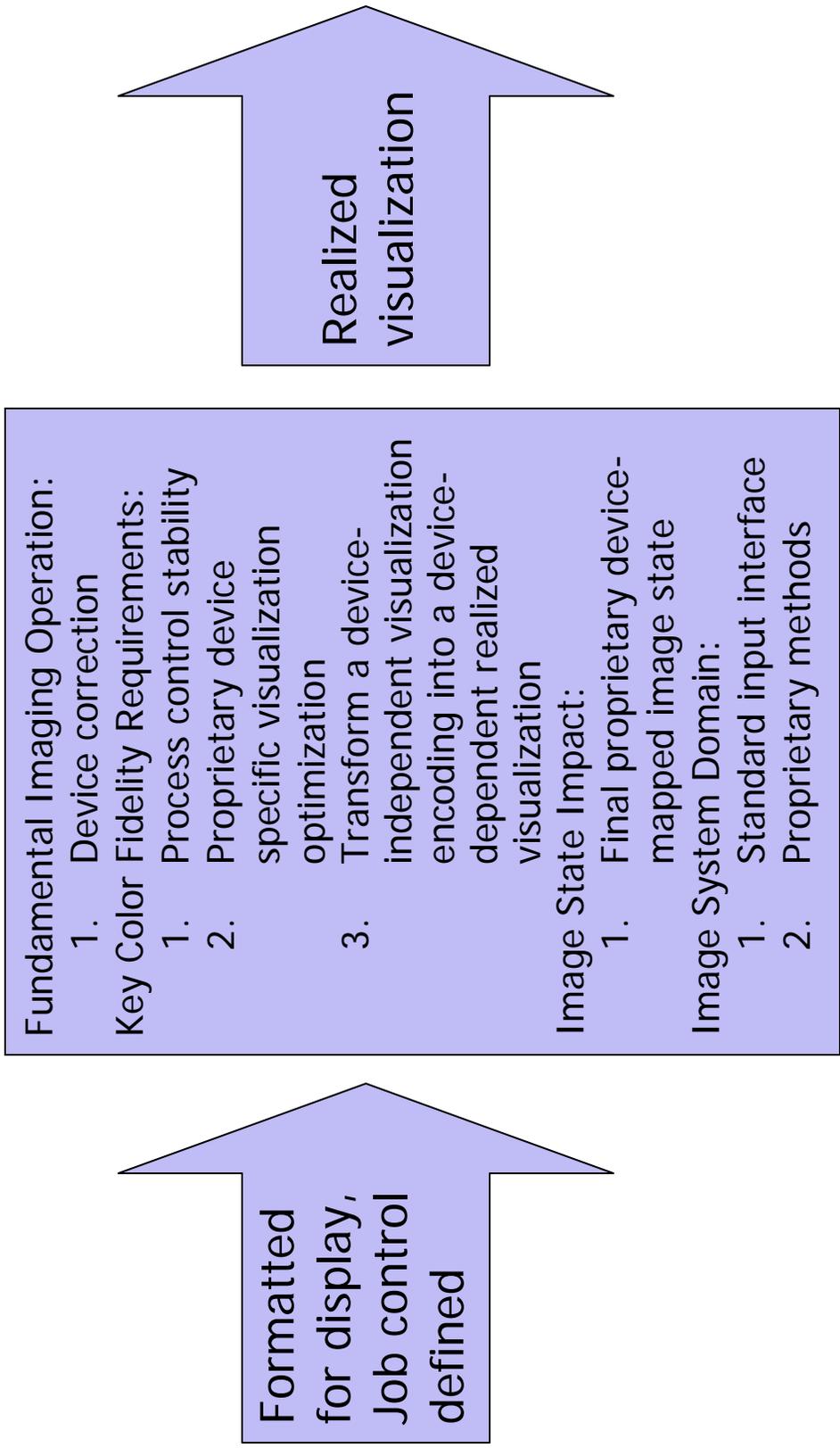
1. Standard format interface
2. Proprietary methods



Formatted for display,  
Formatted for further use

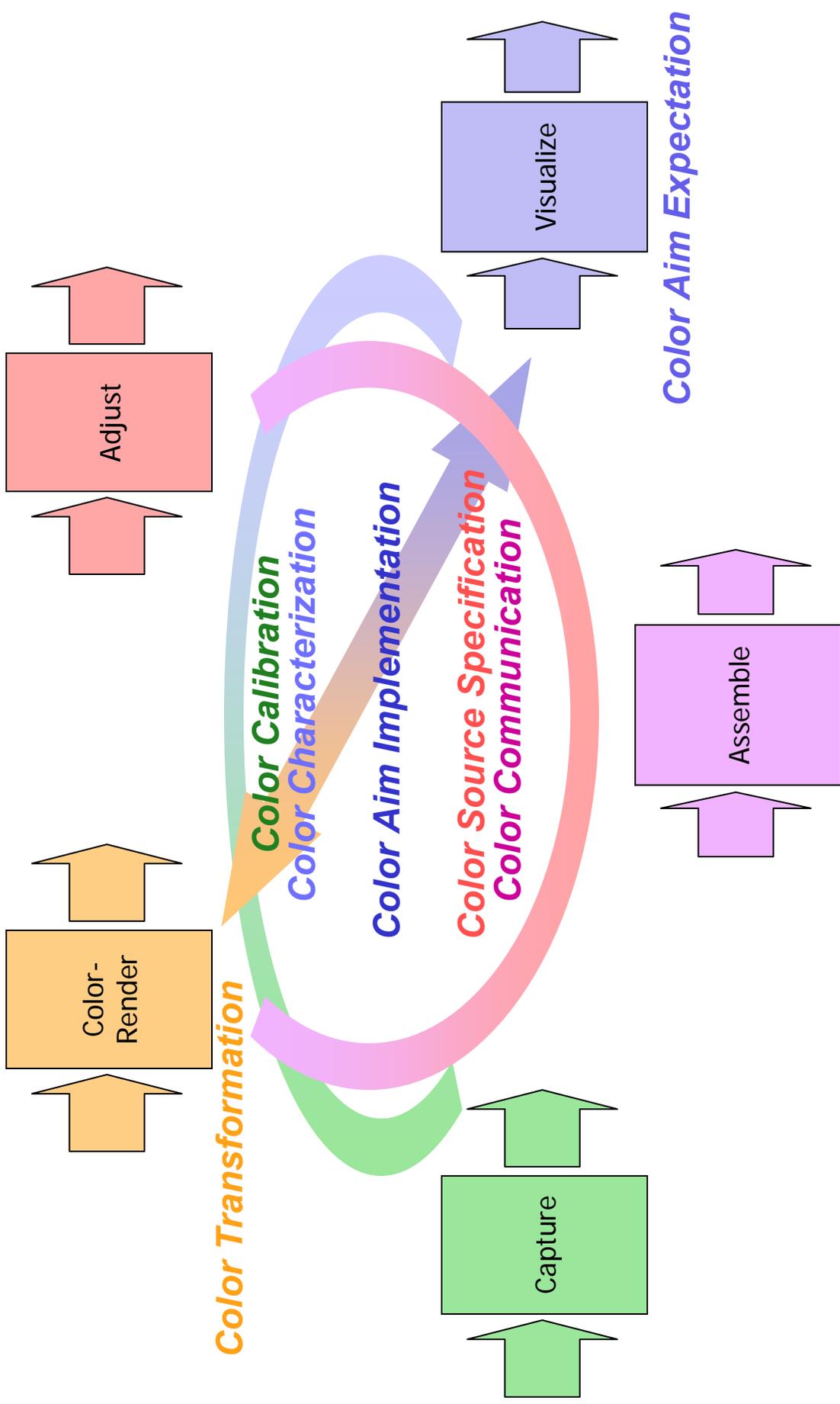
- Assemble Object/Entity deals with image and/or object formats; selection, format, and linkage of metadata and job information
  - ♦ Assemble Object/Entity does not change image state, or image encoding values
  - ♦ Assemble Object/Entity creates and changes object combinations using page description language (PDL) containers
  - ♦ Assemble Object/Entity embeds or links images into PDL containers
- Assemble may occur **ONE** or **N TIMES**
  - ♦ Following Capture
  - ♦ Before Adjust Image/Object
  - ♦ Following Adjust Image/Object
  - ♦ Before Color-Render
  - ♦ Following Color-Render
  - ♦ Using Visualization

- Assemble Object/Entity includes consideration of the color-rendering condition of an assembled entity
  - ♦ I.e., do the image states (color-render conditions) of an assembled entity and its linked components meet the submission requirements of the targeted visualization path?
  - ♦ Image or object components can be pre-color-rendered to match the submission requirements of a targeted visualization path
- Assemble Object/Entity can produce combinations of
  - ♦ Job submission protocols, job tickets, PDL files, application files
    - Containing encapsulated, embedded, or referenced image and line art elements
      - Color-Rendered Images (AOR) + Source Profile(s)
      - Reference Color-Rendered Images (ROR) + Source Profile(s)
      - Capture-referred Images + Input Profiles
      - Color-Render Deferred Images + Input/Source Profile(s) + Output Profile(s)
  - ICC profiles can be linked to specific images or can be associated with an entire object or an entire entity

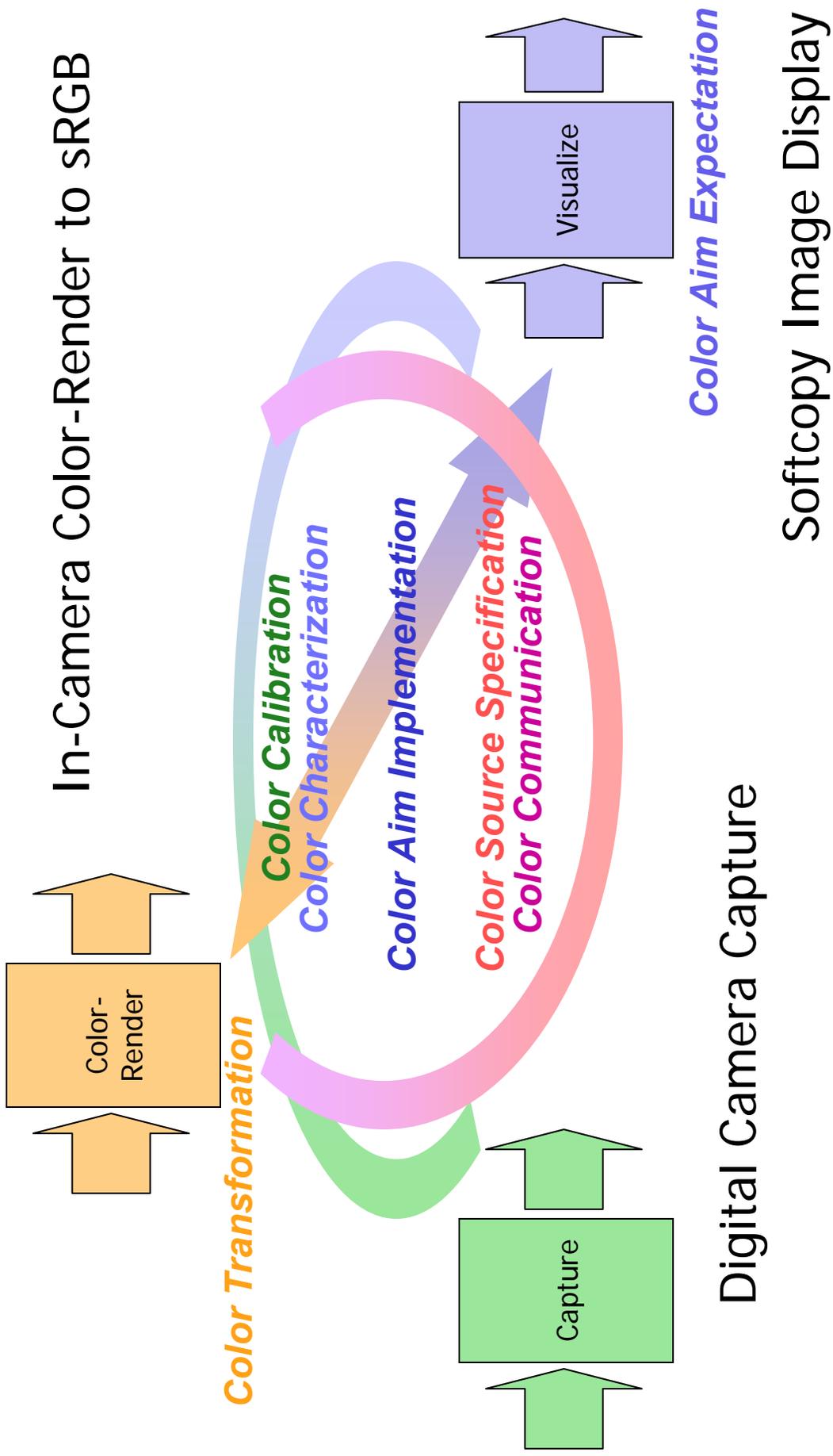


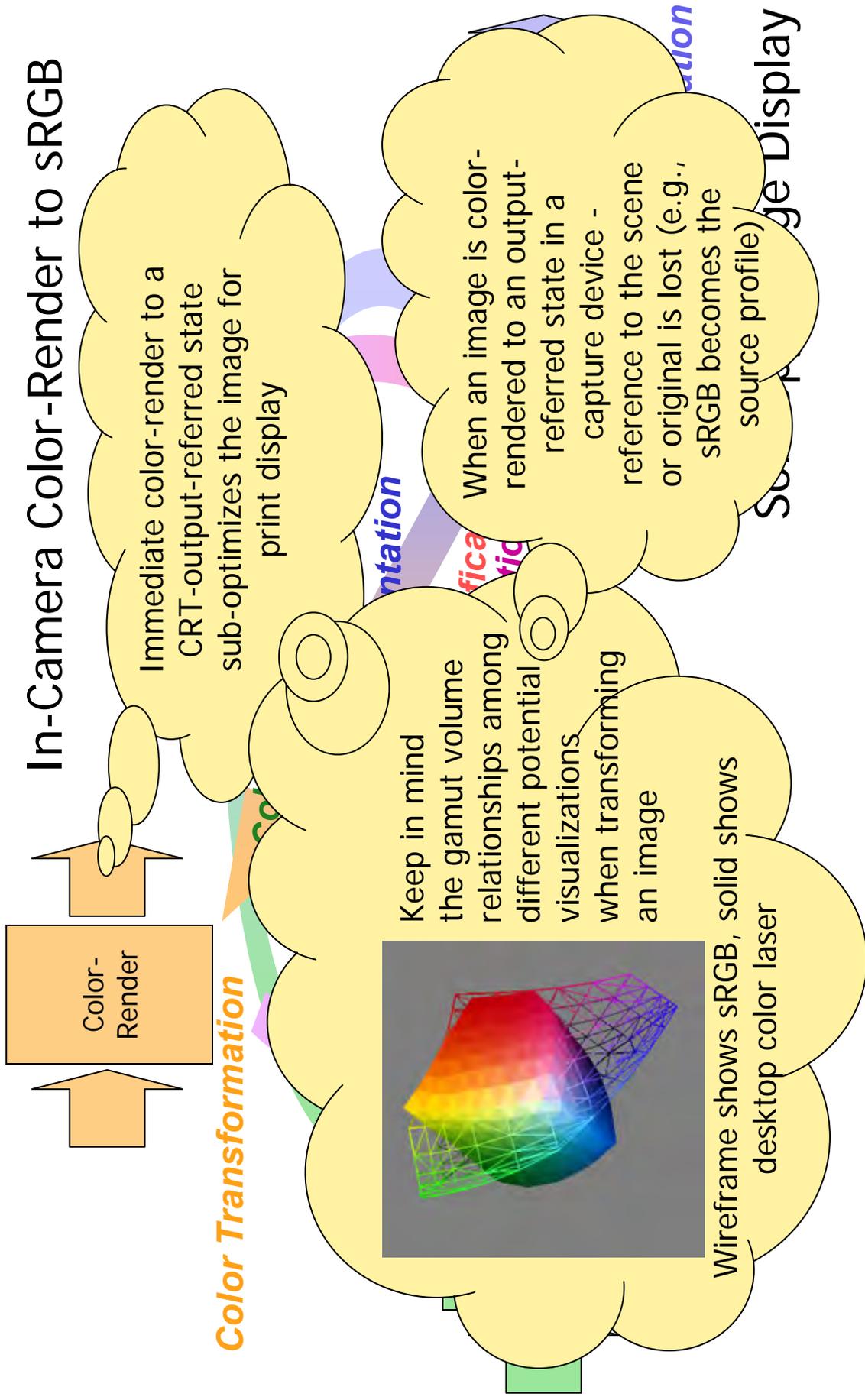
- Visualization performs a final visualization-condition-specific image state transition to create a realized visualization
  - ♦ Each visualization system imposes a set of 'submission condition requirements' on received data
  - ♦ When submission conditions are not met a job may fail or may produce unexpected results
- As an image, object, or entity is used
  - ♦ Visualizations can occur sequentially leading to a final visualization
  - ♦ Visualizations can occur in parallel, leading to multiple final visualizations
  - ♦ Intermediate visualizations can occur as required for
    - Adjust
    - Color-Render
    - Assemble
  - ♦ When the submission condition requirements of an intermediate visualization and a targeted final visualization are aligned - the job can be 'proofed'

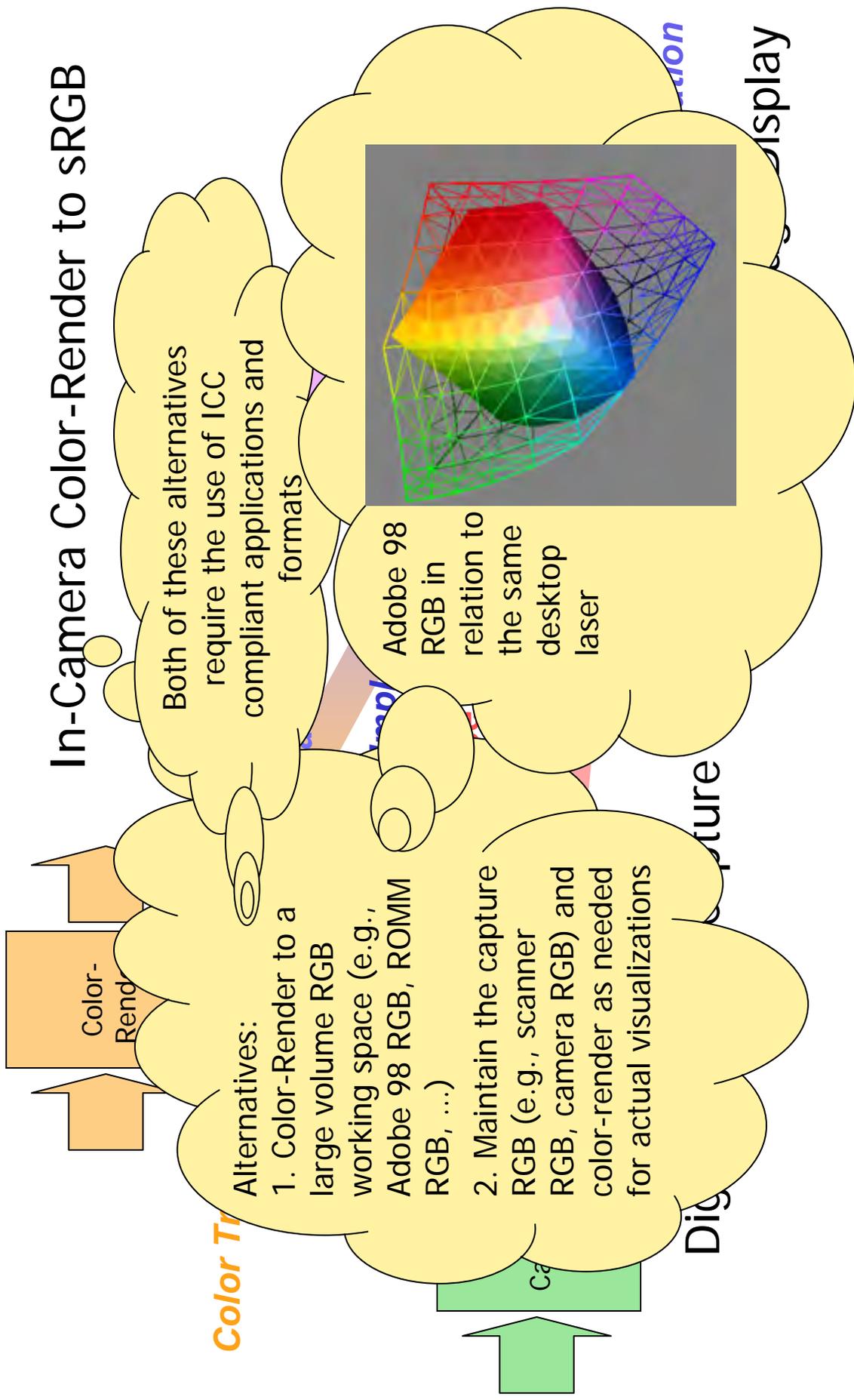
# Workflow Functional Primitives Depend on a Color Control Architecture

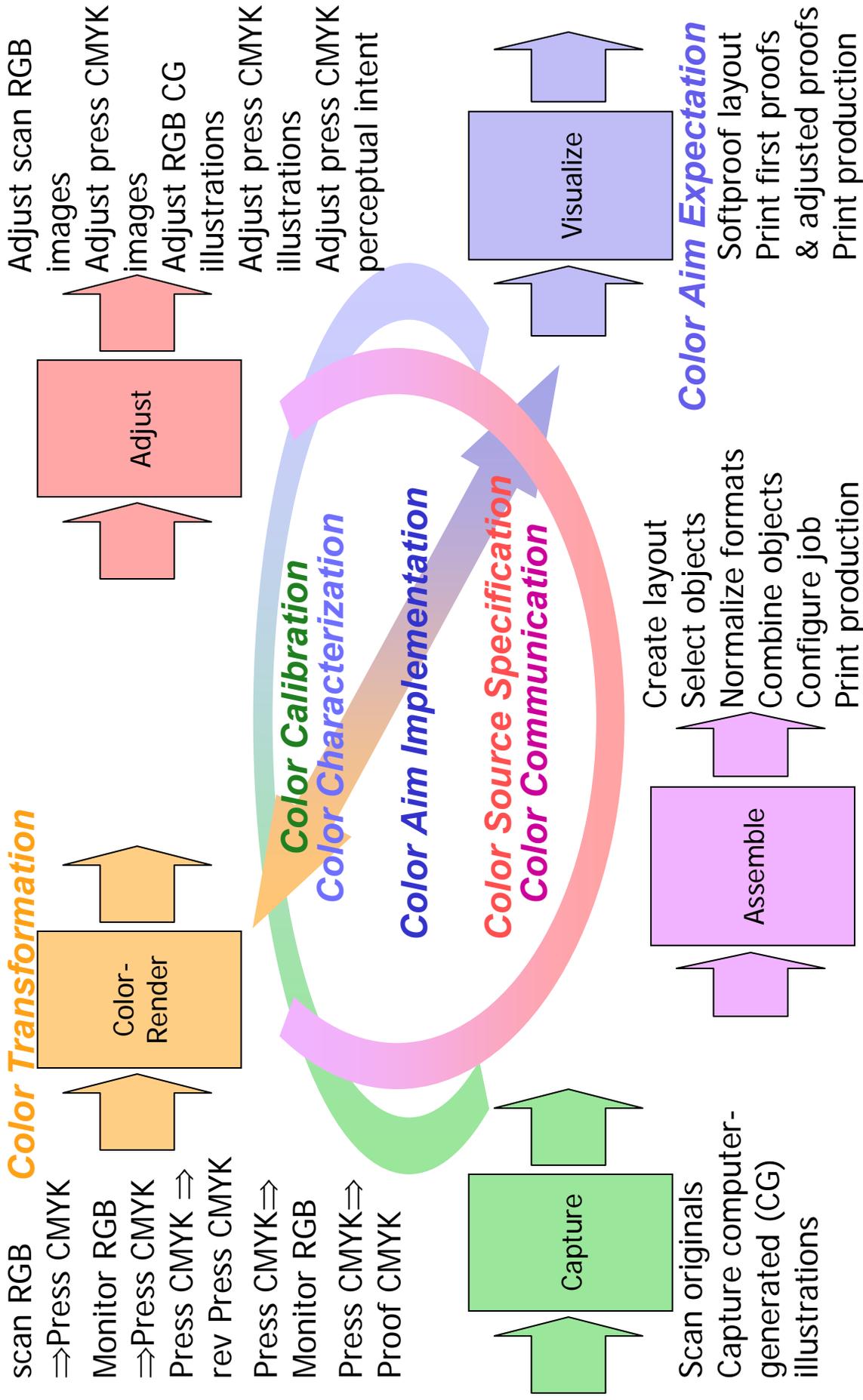


## workflow examples and color management scenarios









# A Commercial Print Workflow - Scenario One 44

scan RGB

⇒ Press CMYK

Monitor RGB

⇒ Press CMYK

Press CMYK ⇒

rev Press CMYK

Press CMYK ⇒

Monitor RGB

Press CMYK ⇒

Proof CMYK

## Color Transformation

Re-color-render  
(retargeting -  
colorimetric  
transform) Press  
(ROR or AOR)  
CMYK to Proof  
(AOR) CMYK

Adjust  
press (ROR  
or AOR)  
CMYK as  
indicated  
by proof

Adjust scan RGB

images

Adjust press CMYK

images

Adjust RGB CG

illustrations

Adjust press CMYK

illustrations

Adjust press CMYK

perceptual intent

Capture and

immediate image-  
specific color-render  
to CMYK (either ROR  
SWOP for exchange  
or AOR CMYK in-  
house)

Image adjustment  
often requires  
RESCAN

All visualizations  
are constrained  
by the initial  
CMYK color-  
rendering

Assemble CMYK —  
no color metadata  
Designer, prepress,  
and printer, all work  
with CMYK

Print production

Softproof layout  
Print first proofs  
& adjusted proofs  
Print production

# A Commercial Print Workflow - Scenario Two 45



# A Commercial Print Workflow - Scenario Three 46

scan RGB

⇒ Pre

More

⇒ P

During design and prepress the job is "proof color-rendered" to CMYK (an ideal proof or a target visualization proof) Each visualization can be independently color-rendered

Capture-referred or intermediate RGB is exchanged

Capture-referred data is retained in RGB for image adjustment, job assembly and exchange (alternatively —perceptually rendered to an intermediate 'standard' wide gamut RGB)

New, remotely created, optimal visualizations (with new preferences) are enabled

Requires consistent color-rendering behavior through remotely located color management systems

Source and destination profile metadata must be managed (the destination profile may be used to deliver the designer's intent)

The printer must be able to reconstruct the proof print appearance, including separation structure for proofs

scan RGB

CMYK

CG

ons

Adjust press CMYK

strations

press CMYK

ceptual intent

scan RGB

⇒ Press CMYK

Monitor RGB

⇒ Press CMYK

Press CMYK

rev Press CMYK

Press CMYK

Monitor RGB

## Color Transform

**Re-targeting:** After data is color-rendered to an ROR or AOR visualization condition, the DEV to PCS media-relative colorimetric transform of the source profile is sequenced with the PCS to DEV media-relative colorimetric transform of a “proofing” destination profile

⇒ The “proof” quality will be proportional to the ability of the proofing visualization condition to portray the full appearance of the production visualization condition

When an ROR or AOR visualized image is to be re-targeted to a further constrained visualization condition (and in-gamut color accuracy is not required) — then the DEV to PCS media-relative colorimetric transform of the source profile can be sequenced with the PCS to DEV perceptual transform of the destination profile ⇒ the color fidelity of the results will depend on the specific visualization conditions involved

Scan RGB

Color proof

g

st scan RGB

S

Press CMYK

Press CMYK

Press CMYK

rev Press CMYK

Press CMYK

Monitor RGB

## Expectation

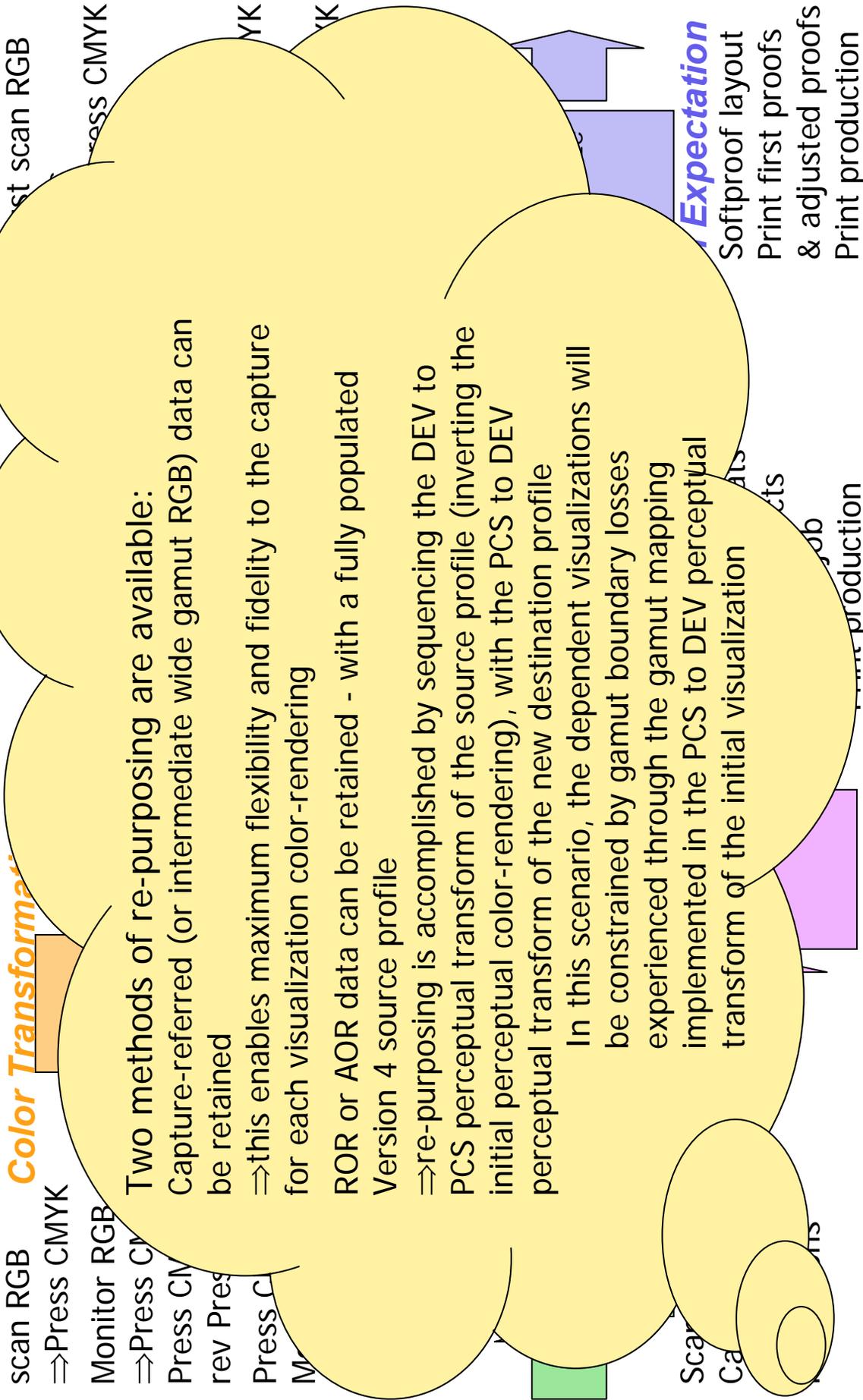
Softproof layout

Print first proofs

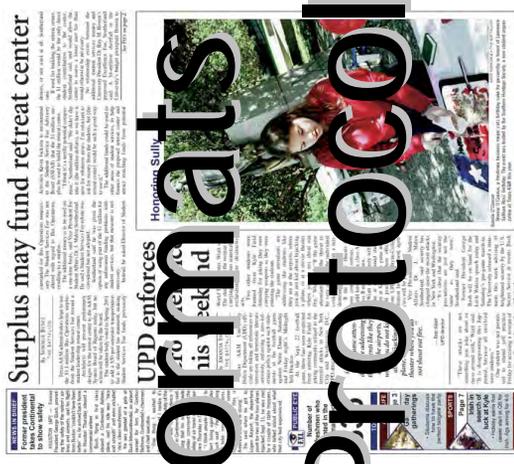
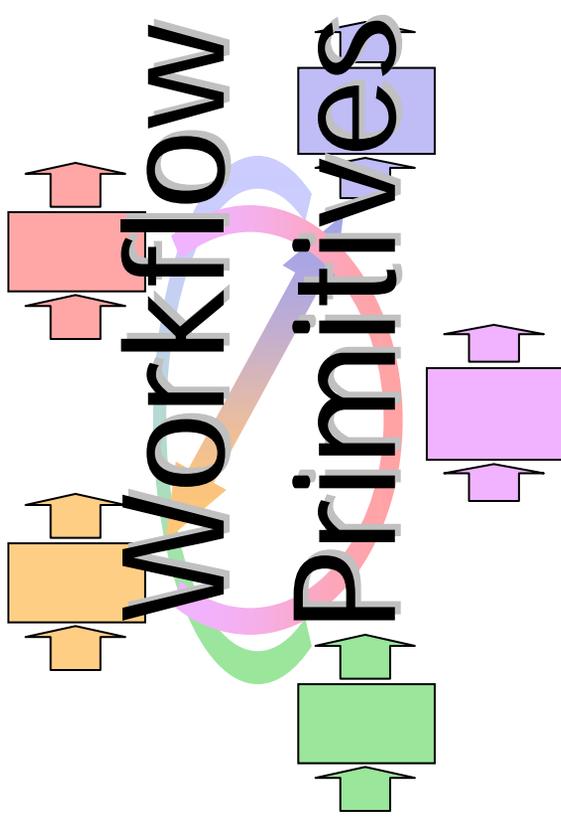
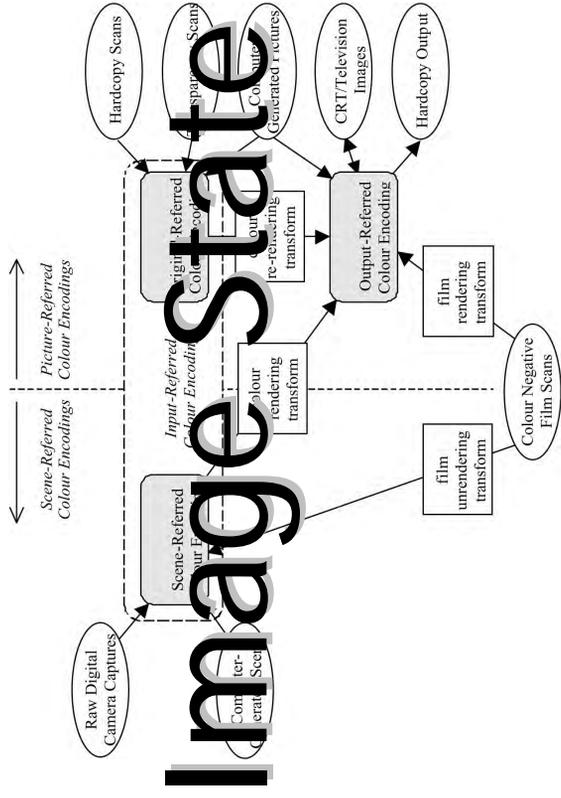
& adjusted proofs

Print production

# A Commercial Print Workflow - Re-purposing 48







*Color Aim Expectation*

scan RGB

⇒ Press CMYK

Monitor RGB

⇒ Press CMYK

Press CMYK

rev Press CMYK

Press CMYK

Monitor RGB

## Color Transformation

- Determine the limiting factors in your color print workflow
- Determine the capabilities of the data exchange methods available to you (TIFF, EPS, PostScript, PDF, PDF/X, job folder, JDF, etc...)
- Align workflow primitives and color controls with visualization expectations
  - ♦ Establish your color control architecture
  - ♦ Control image state and Rendering Intent through each transformation
  - ♦ Design the workflow to place control where it needs to be so that color fidelity expectations are met
- Understand device limitations (ask for what you can get)
- Understand the long term use potential for each image or assembled object when selecting the exchange / archive image state and format

Scan

Cap

gen

illustration

Expectation

Softproof layout

Print first proofs

& adjusted proofs

Print production