International Color Consortium®

ICC Color Symposium

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Setting Color Expectations from Creation to Production for Packaging

包裝印刷的色彩管理：從設計至印刷

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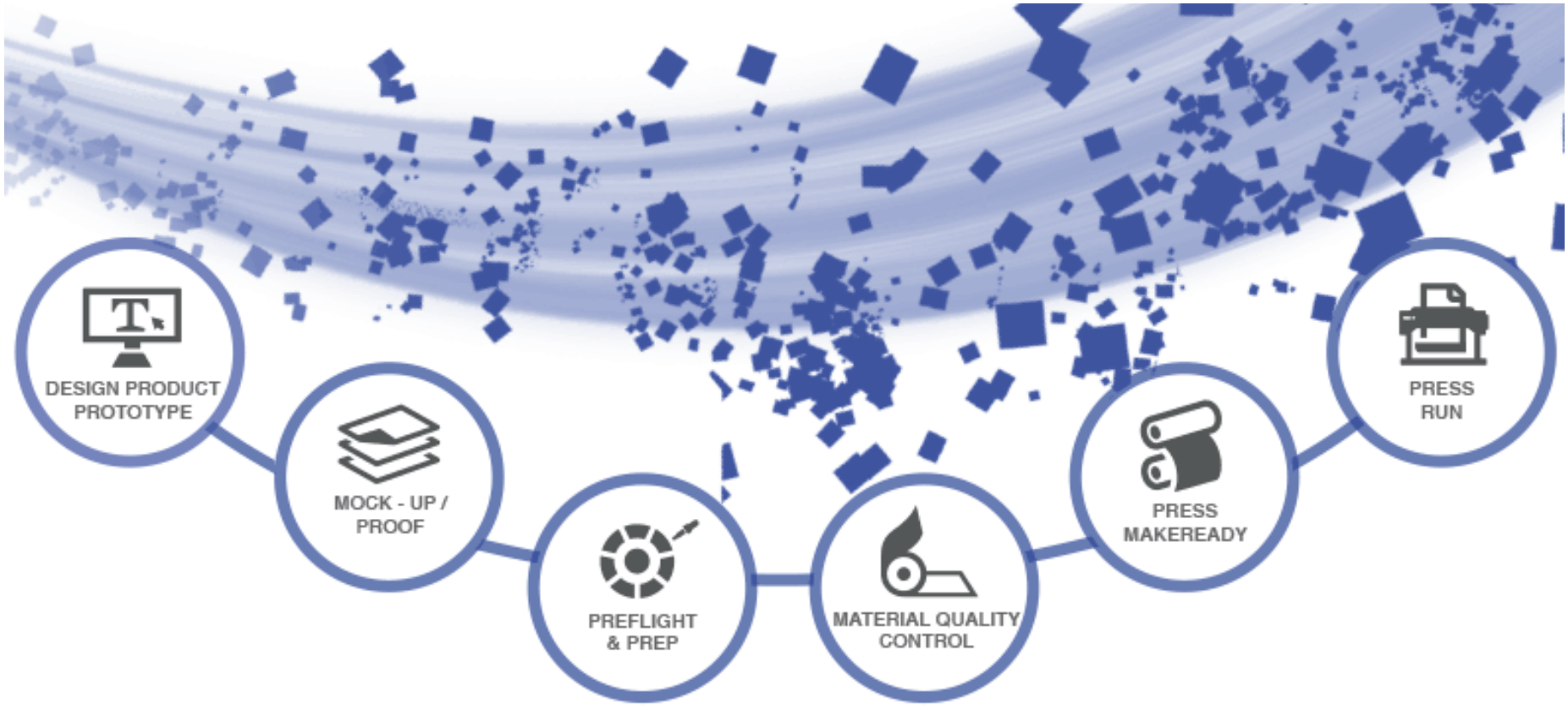
Organizers

THE HONG KONG PRINTERS ASSOCIATION 香港印刷業商會

APTEC 印刷科技研究中心 Advanced Printing Technology Centre (A Subsidiary of The Hong Kong Printers Association)

ICC

Steps In The Workflow
工作流程中的步驟

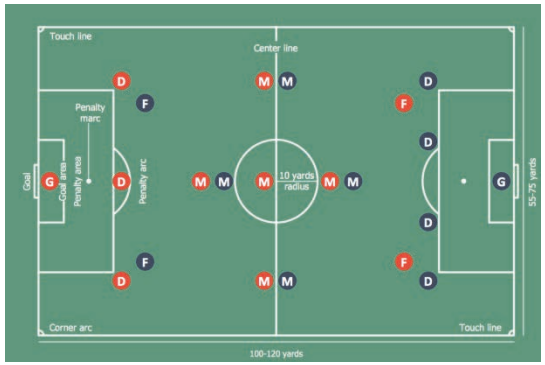


What Does Setting Expectations Mean?

設定期望是什麼意思?

- In team every player has a role to play
  - Every role comes with expectations
- On a football team if the players don't move the ball appropriately down the field they will have a hard time winning the game

- 在團隊中，每個球員都有自己的角色
  - 每個角色都有期望
- 在一支足球隊中，如果球員沒有在球場上適當地移動球，他們將很難贏得比賽

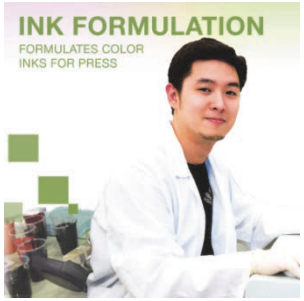


The Players Involved 參與者

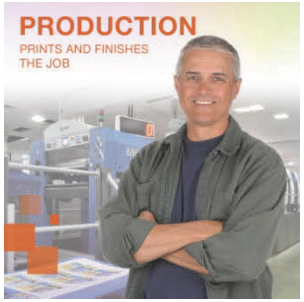
SPECIFIES

RECEIVES DESIGNS

RECEIVES DELIVERS



FORMULATES RECEIVES



PRINTS RECEIVES

FINAL PRODUCT

Brand – Specifies

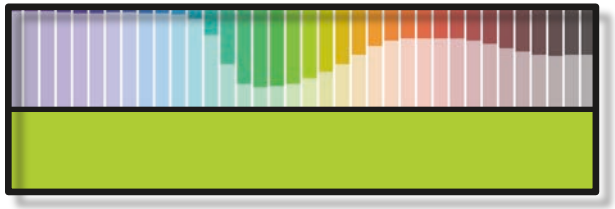
品牌商 – 具體說明

- How brands specify colour
  品牌商如何說明顏色

Physical References 實體參考圖

Digital Standards 數碼標準

Generally these are specified Spot Colours
通常這是指專色



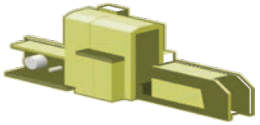
Critical but variable, and change over time
重要但可變，並隨時間而變化

Scientific, precise, repeatable
科學化、準確、可重複

Brand – Challenges
品牌商 – 挑戰

- Issues
  - Lighting
  - Not understanding final destination
- Solutions
  - Defining Spot Colours Spectrally
  - Validating physical proofs under the right light
  - Validating Soft Proofs on calibrated displays

- 討論點
  - 光源
  - 不了解最終目的地
- 解決方案
  - 以光譜定義專色
  - 在正確的光源下驗證打稿
  - 在已校正的螢幕上驗證軟打樣



Designer – Specifies?
設計師 – 具體說明

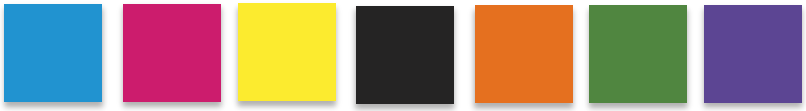
- Intentional Specification
  - Through intentional design choices
    - Colours, material choices etc.
- Unintentional Specification
  - Through choices in their creative software
    - Colours, Colour modifications
    - Configuration

- 預定的規格
  - 通過預定的設計選擇
    - 顏色、物料選擇等
- 無意的規格
  - 通過他們的設計軟件選擇
    - 顏色、顏色修定
    - 設置

Designer – Designs
設計師 – 設計

- Challenges:
  - Correct software setup
  - Lighting
  - Display calibration
  - Understanding production requirements
    - CMYK
    - CMYK + Spots
    - Expanded Colour Gamut (ECG) printing

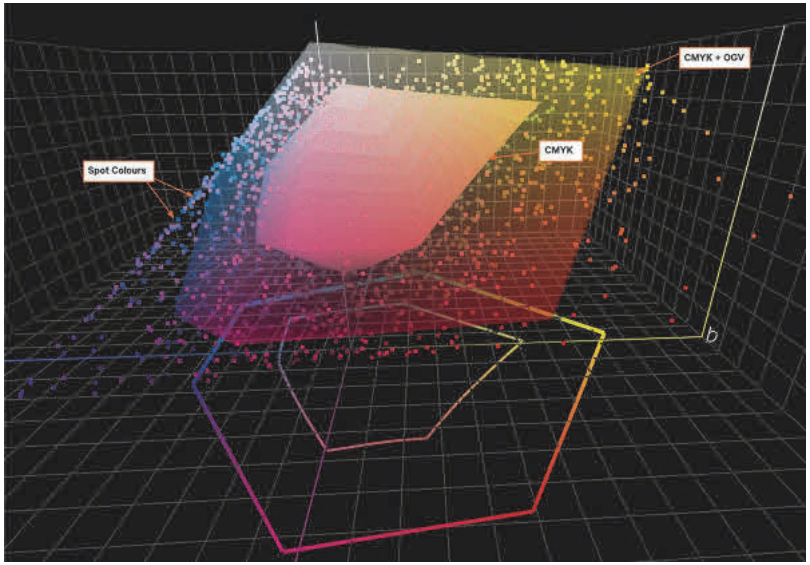
- 挑戰：
  - 正確軟件設定
  - 光源
  - 螢幕校正
  - 了解生產要求
    - CMYK
    - CMYK + 專色
    - 濶色域印刷 (ECG)



ECG – Sidebar

- ECG can reproduce more colours than CMYK
  - ECG will not reproduce ***all*** spot colours

- ECG能比CMYK重現更多的顏色
  - ECG 不能重現*所有*專色



Abhay Sharma

Premedia/Prepress – Delivers

印前 – 交付

- And receives…
  - Sometimes a properly tagged file
  - Sometimes a file with no actual colour info!
  - Sometimes physical samples for spot colours
  - Sometimes digital (spectral) colour definitions

- 以及接收…
  - 有時是正確標記的文件
  - 有時文件沒有實際的顏色信息！
  - 有時用於專色的實體樣本
  - 有時數碼（光譜）顏色定義

Premedia/Prepress – Delivers
印前 – 交付

- Challenges
  - Really needs to map the project
  - Needs to have thorough understanding of the upfront requirements
  - Proofing
  - File preparation
  - Transform to press condition
    - Profile
    - Specification

- 挑戰
  - 真的需要制訂項目
  - 需要徹底了解前期要求
  - 打稿
  - 檔案預備
  - 轉換為印刷狀態
    - 特性檔
    - 規格

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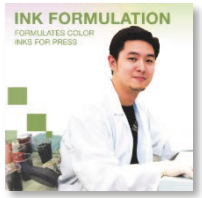


Formulation – Delivers

配方 – 交付

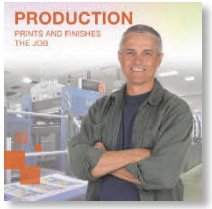
Team Packaging

- How are spot colours defined?
  - CxF/X or CxF/X-4 or ?
  - What Inks are required
  - What is the substrate
  - How are they measured
- 專色如何定義?
  - CxF/X 或 CxF/X-4 或 ?
  - 需要什麼油墨
  - 什麼承印物
  - 如何測量

REFERENCE STANDARDS

FORMULATION

MEASUREMENTS



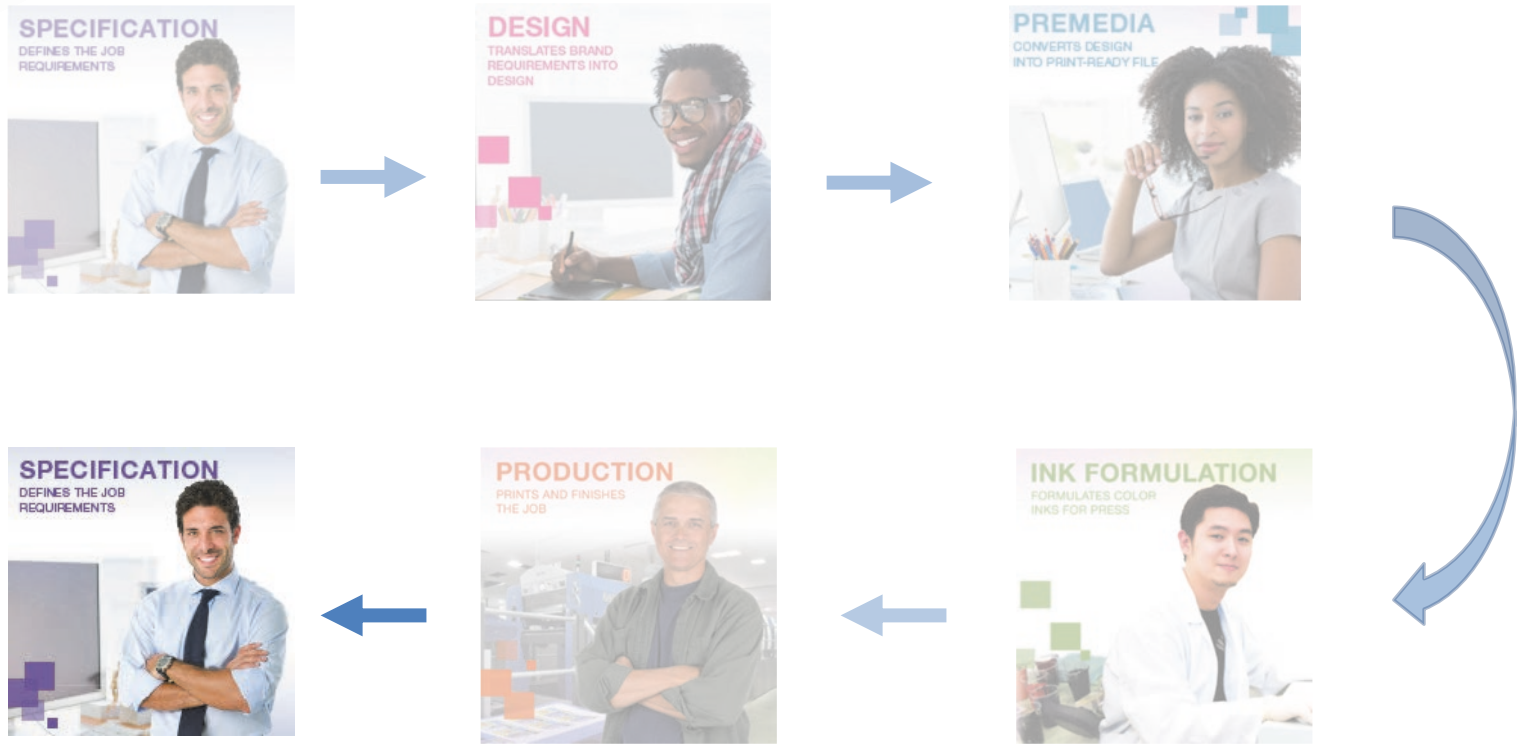
Production – Prints

生產 – 印刷

- Press Setup
  - Does it match Premedia / Prepress?
- Materials
  - Plates, Ink, Substrate (paper, film etc)
- Monitoring
  - Is the run in control
  - reporting

- 印刷設置
  - 這是否與印前配合?
- 物料
  - 版材、油墨、承印物 (紙張、菲林等)
- 監控
  - 印刷是否在控制之內
  - 報告

Brand Approves
品牌商批核

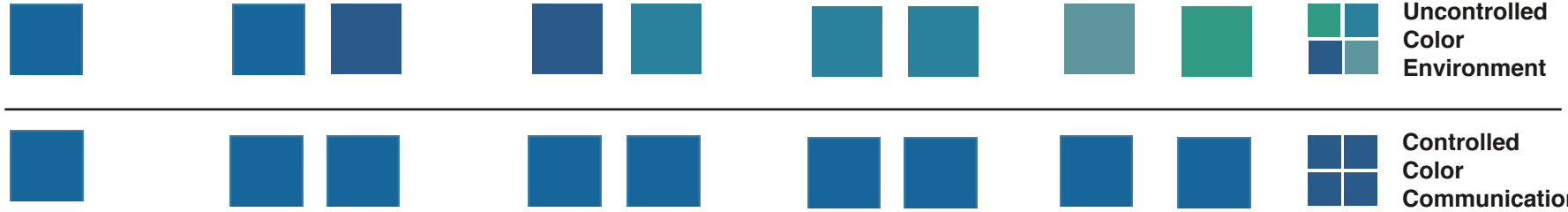


PRODUCT APPROVAL

Communication

溝通

SPECIFIES | RECEIVES DESIGNES | RECEIVES DELIVERS | RECEIVES FORMULATES | RECEIVES PRINTS | FINAL PRODUCT



ICC It’s Not Just About Colour!
ICC不單只是關於顏色！

Quality

品質

Flexibility

靈活性

Speed

速度

Communication

溝通

International Color Consortium®

Thank You
謝謝

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