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Why we created it: Color Management is a very big deal at PhotoDisc, Inc. In the process of our testing we are processing literally thousands of images, always on the lookout for images that highlight characteristics we need to see: highlight and shadow detail, color balance and saturation, sharpness, areas that immediately show where potential problems could arise. This is a cumbersome process, as some of you are surely aware. Access to these images can be a problem so PhotoDisc, Inc. has created a target you can use when doing your testing.

Availability: You are free to use this image for whatever you like as long as you do not remove or modify the logos. It comes in various sizes and formats; you can make your own from our source or call us, we can help you get good results or changes needed.

Formats: RGB TIFF with ICC profile embedded (Adobe RGB). No compression or sharpening was used on the large size 'master'.

How we created it: The image started with industry standard targets from GretagMacbeth, Heidelberg and Kodak. We assembled the targets and collection of elements in a foam core box to cast subtle shadows. The box was lit with a bank of 5500° Kelvin fluorescent on the left and a large fill card on the right side. It was then photographed with a Better Light 6000 digital scanning back on a Cambo 4 x 5 view camera. Although the camera is capable of 6000 x 8000 pixels or 137MB file, we cropped it to just under 100MB. It actually captured the original scene at 130 pixels per inch.

The faces on the bottom of the target are from PhotoDisc Signature Series 16, *Everyday People*, photographed by Barbara Penoyar.

Camera: Cambo 4 x 5
Computer: Apple Macintosh G3
Digital back: Better Light 6000
Exposure: 13 minutes at f16
Lens: 210 mm Rodenstock Apo Sironar S
Lights: Kino Flo High Density Fluorescents 5500° Kelvin
Software: Better Light, ColorSync 2.5, LinoColor 5, Photoshop 5
Targets: Heidelberg LinoColor DCam
Kodak Color Separations Guide and Gray Scale (Catalog Number 152 7662) Courtesy of Eastman Kodak Company
Munsell ColorChecker from GretagMacbeth

Art Direction: Gary Hawkey
Photographer: Duncan Smith
Retouching: Jeff Johnston, Peter Constable
Styling: Ann VanderCreek
The hand: Danielle Wares

Special thanks: Ken Applebaum, Michael Collette, Anson Hosley, Eckhard Huebner, the International Color Consortium

For more info: The following web sites can provide you with lots of information.
www.colorsync.apple.com and www.color.org

Please call or email with questions:

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