

TECHNIQUE



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Gamut is the total color capacity of a medium. A wider gamut delivers more saturated hue. ISO brightness ratings describe the whiteness of a white. Dmax ratings describe the blackest black achievable. Dot gain describes the tendency of droplets to spread; when they spread too much detail and gradation may be lost. Drying time impacts dot gain and the time necessary to evaluate the final result. Dry down / up describes the tendency of some media to dry down (darker) or up (lighter) than when a print first emerges from a printer. Longevity describes a media's ability to resist fading. Durability describes a media's ability to resist kinking, folding, cracking, scratching, bur-nishing, flaking.

There are aesthetic considerations.

Synthetic / Organic
Reflectivity
Texture
Transparency
Weight
Edge

Some materials appear organic, while others appear synthetic; each quality elicits associative aspects with it. Some materials are highly reflective (glossy surfaces), while others have very low reflectivity (matte surfaces). Some materials have very little texture (smooth), others carry some (velvet surfaces), while others carry a great deal (canvas and many hand made papers). Some materials are highly transparent (mylar), others are somewhat transparent (very thin materials), some are even non-uniformly transparent, while others are completely opaque. Some materials are thick (500 gram paper or 1.5mm board), while others are thin (tissue paper). While most manufactured substrates have clean cut straight edges, many substrates (particularly exotic and hand made ones) do not.

Subsequent treatment and presentation can impact both quantitative and qualitative aspects of a substrate.

The look and feel of a material has a profound effect on the expressive qualities of a print. There are times when the qualitative aspects of materials outweigh quantitative factors. Often, in the finest prints, an optimum balance is struck between the two.

You have many choices available to you. Your choices are the essence of your expression. Choose your media wisely.

EVALUATING SUBSTRATES

Choose media wisely. Your choice of materials has a profound impact on your prints.

One of the most significant choices you can make when printing is your choice of substrate. Today, with inkjet printing, we have an unprecedented number of choices of substrate - paper, canvas, silk, canvas, plastic, wood, and even metal. If you can get it through a printer and get ink to stick on it you can make a print with it.

When evaluating substrates there are many factors to consider.

There are technical considerations.

Gamut
ISO Brightness
Dmax
Dot Gain
Drying Time
Dry Down / Up
Longevity
Durability