

ADVANCES IN SPECTRA DIRECT DIGITAL

COLOR PROOFING SYSTEMS

Zafar Cheema*

ABSTRACT: The needs and requirements of Direct Digital Color Proofing (DDCP) have been a subject of keen interest and discussion for the past seven years. The pre-press proof serves as an internal control tool for the various pre-press steps, and sets the production aim points. It shows the client the values in black and white separations as they will appear, in color, in the end product.

Soft proofing on a CRT terminal does not serve the purpose. Continuous tone approaches using conventional photographic papers, diffusion transfer papers, thermography, ink jet, etc., in absence of half tone generation, do not truly serve the purposes of a pre-press proof.

We believe, what is seen in an analog proof and how it is interpreted must also be available in a direct digital proof. Same proof to proof consistency and the same flexibility to accommodate variations in color value from shop to shop, dot gain, and printing substrates should be available in both types of proofs.

The technique employed to make a Spectra Direct Digital Proof produces an electronically generated separation negative.

Representatives of these will be discussed.

NOTE: This manuscript of this paper was not received for publication in the 1988 TAGA Proceedings.

*Polaroid Graphics Imaging, Inc.