



Your Website Coach



DPI, RGB, CMYK...They're Back – 8/7/07

Wow. The last column I wrote on the differences between web and print has elicited a lot of response from readers. In fact, one of the responses was from Peter Glasier, co-owner of Allegra Print and Imaging in Troy. I decided to call him to get more information from the perspective of "the printer" and he did a wonderful job of explaining what happens on his side of the process. In fact, he was so eloquent I'll let him tell you what he told me:

"At least once a week we go through a routine of explaining to a "walk-in" customer the differences of RGB, CYMK and Pantone colors. Christine's last article, "Online, you Color it RGB" was very helpful to us because we can now hand them a copy of the story. What happens is that the potential customer hands us a disc that a "professional" created. They tell us they paid a lot of money for their artwork and that it is perfect and we won't have to do anything except open it up. The problem with this is that 90% of the time this "perfect" artwork isn't even close to being perfect. Sure it looks good on their computer but when we pre-flight the disc, the artwork is usually saved at a low resolution, no pantone color(s) where chosen, and there are no crop marks for cutting and this is just the beginning. We then tell the customer that we need to do work on the design because of these issues and most of the time the customer is upset. Well of course they are, they just paid "a lot" of money and now they are going to pay more. But what they need to know is that web, copying (digital), and printing are all different and require different specs to produce properly.

People looking to create artwork should always start with a graphic designer who understands the difference between the media, and if the designer doesn't know the requirements for all three, go find someone else. The biggest mistake that is made is that they rush to design a website and allow the web designer to create their image. Of course the website is very important for business, but this would be similar to opening a business without a business plan. Unless it's done properly the first time, the customer is inevitably going to be paying a second time for their pms (pantone) color, higher resolution files and lay-out, so it can be mass produced efficiently and economically for marketing to their customers."

Thank you, Peter. As a business owner AND a web developer, your information keeps me on my toes too!

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