United Promotions, Inc.

Full Service Digital & Press Printing Photo Lab

FYI GUIDE
2019

Founded 1973

GEORGE LEVENTIS

PRESIDENT - OWNER

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WWW.UPILAB.COM

UP

Welcome to United Promotions, Inc.

If you have any questions, please contact the lab:

PHONE: (800) 362-4441
EMAIL: Sales@upilab.com
POSTAL: 433 Lawton Road, Charlotte, NC. 28216
WEB: www.upilab.com

We are also social:

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WHAT HAPPENS WITH MY MONEY

We Have Four ROES Client Versions

Volume ROES
This is the most commonly used ROES client. This version is mostly for Daycare, School and any other large multiple shot package order. It has four different catalogs to choose from. You can order prints, proofs and green screen products.

Sports ROES
This is the second most commonly used ROES client. This version is mostly for Sports and Event package print orders. This client has all of our sports related products included in it.

Wedding/Senior ROES
This is the third most commonly used ROES client. This version is mostly for Senior, Wedding and Studio package orders. It has four different catalogs to choose from. You can order prints, proofs and green screen products.

Quickship ROES
This is the fastest way. This version is mostly for Single Sheet orders. It has three different catalogs to choose from. You can order Economy (bulk packed or in envelopes) and Same Day service. In by 10am(est) out by 5pm (est).

HOW DO I PLACE AN ORDER?

There are several ways to submit an order to United Promotions, Inc. The most efficient ways are ROES, LabLink and FTP. ROES and LabLink orders will receive an 8% discount.

ROES (Remote Order Entry System)
To download the ROES Software, visit our website at https://www.upilab.com/ and under the SOFTWARE tab, click on ROES. You will need to download the client version for the type of order you are submitting.
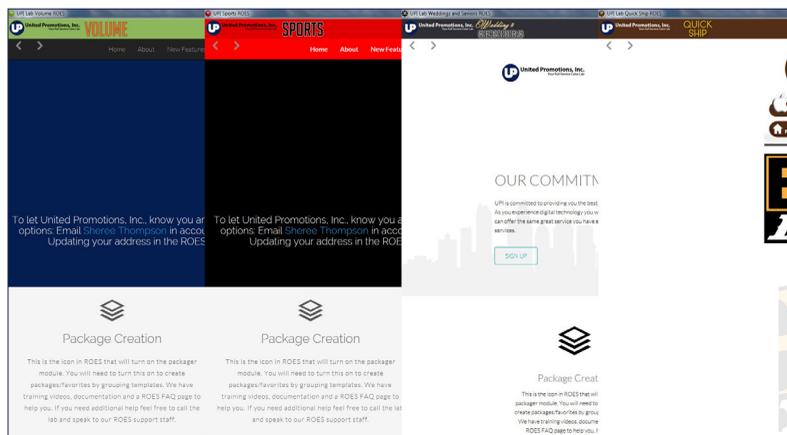
My Information

Once you open roes you will see a information window on the right side. You will need to fill in all of the fields, then click "Login". Once you do that you will want to look under the login button and un-check the "Search Enclosed Folders" box. This option will search every folder on you computer for images and will cause you ROES to react very slowly.

After you login you will be able to go to the ordering screen.

The Sizes Area

This area is where all of the product templates are. You click on the print size you want and the product displays in the middle of the ROES system. This is also where you select the product catalog for the types of products you want to order.

The different catalogs can be ordered together, you just need to fill out all of the fields in the cart for each catalog ordered from. It will all come in as one order and have one order number for easy tracking.
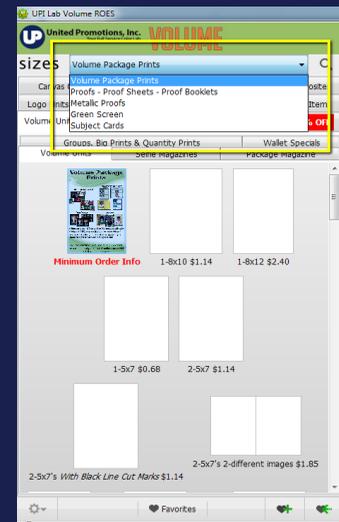
PRODUCTS IN THE CATALOGS

All of the regular products and services will be located in the main catalog. Everything is distributed along all of the tabs on the left hand side of the ROES client. This will look slightly different on a Apple system. ON the right side will be small black arrows, hold you mouse button down and the list of tabs will appear.

The proofs and service items not listed in the main catalog will be inside the proof catalog. There are many sizes and options. You can place text, such as Studio Name, Year, Proof or any other copyright information you want to add. Some products even have an option for your company logo if needed.

The green Screen catalog has all of the normal package sheets with the options for the different backgrounds we offer. You can even preview what the print will look like before the green has been removed.

The Images Area

The images in ROES are loaded by default across the bottom of the program. This is the default position for the images, it allows the products and the options to be shown at the same time without any overlapping of the tabs. You add images by clicking the green circle with the white "+" on it and selecting the folder you wish to open, then click open. This will open every image in that folder along the bottom of the ROES program window..
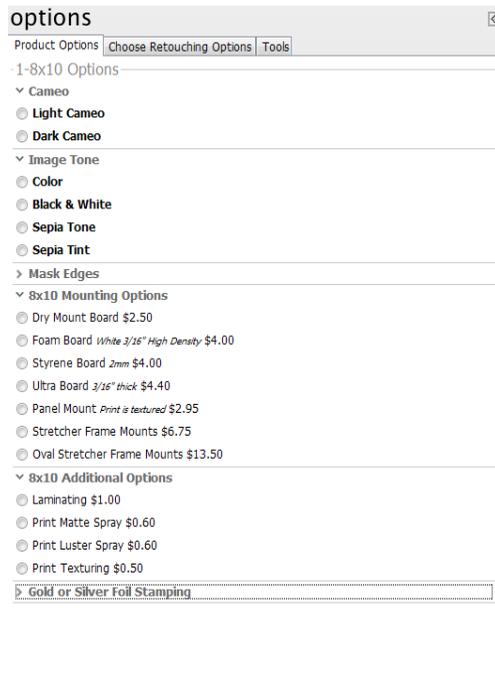
The Product Options Palette

This is where all of the different options for every product are located. You have many options per product such as Cameo's, Color Tones, Masking the edges, Mounting, Laminating, Spraying, Texturing and Gold or Silver foil stamping.

For the green screen orders this is also where the different background options will be located.

For the sports products this is where the Team Colors, Sports Items and Text will be edited.

The Image Options Palette

This is where all of the different options for every image are located. You have many retouching options per image such as Light, Heavy and Custom.

Light Retouching includes Limited Underclass, Standard, Remove Red Eyes, Brighten Eyes, Glass Glare, Remove Shadows, Whiten Teeth, Remove Braces, Remove Facial Glare, Remove Stray Hair, Blemish Removal.

Heavy Retouching includes Removal of different sized objects, Combining two images, Opening eyes or Custom artwork.

Or you can just order a retouched image CD and have that shipped to you with your order.

This is also the place to add any notes for retouching/artwork if needed.

PRODUCT ORDERING

Where the magic happens

Once you choose a product it will display in the middle area. You may then drag your image from the image area into the product area and it will fill the product with the image. It will fill the area left to right before it tries top and bottom so you may need to move the image around on the product to get your desired crop.

Top crop the image there is a zoom slider at the bottom of the product. There is also a rotation for the image, you have 90^0 left or right for the image (white arrows) and the product (blue arrows). If needed you can rotate the image by 1^0 at a time by clicking the triangle beside the rotation arrows and adjusting the slider.
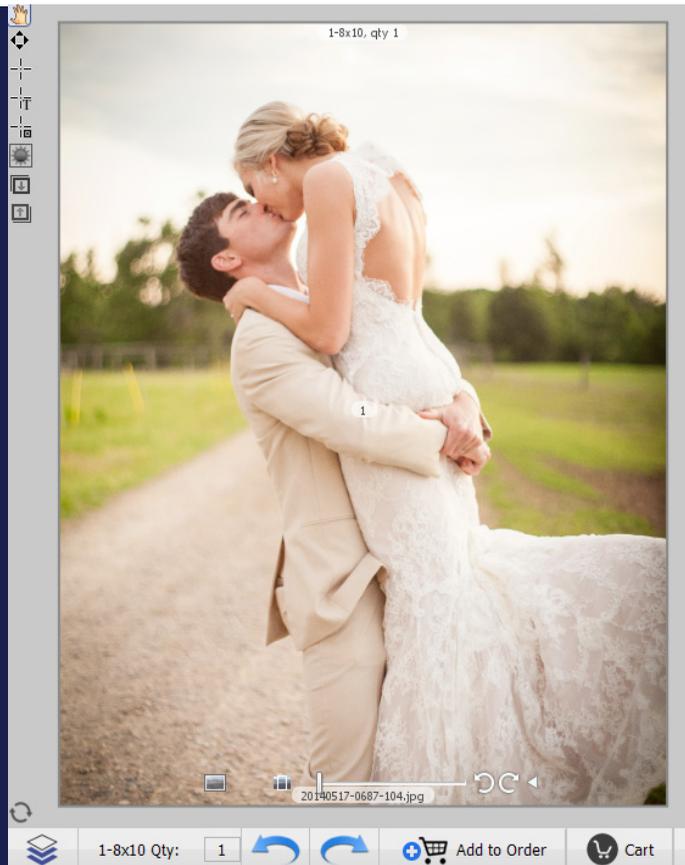
You will see the name of the product on the bottom right with the quantity as a default of 1, if more than that is desired you can change that to any number you require.

If something goes wrong or you can't get your crop to work right there is a reset option for the product. The bottom left corner over top of the packager icon is an icon that looks like two arrows chasing one another. Clicking this will reset the product to default and clear the image, allowing you to retry anything needed.

This area is also where you add your product/package to the order by clicking Add to Order. If you click the Cart button you can view the cart to check on the total and the products. You can also run a report from the cart window if you want to print it out for your records.

Where are your images stored?

When using Removable Media (such as CD/DVD's, Flash Drives, etc..) to upload images to ROES, please do not remove the hardware until after your order has completed. If the images are stored on multiple devices, please transfer them to your computer in one location before sending the order. Do not remove or rename files your image files until you are totally done with the current order.
ROES does not keep track of image location after the order is sent!

THE ROES CART

This is the area where you can scroll through the items that have been added to verify that everything was added correctly, text was typed correctly. You can change quantities, Clear the cart or render proofs.

The Cart Buttons

- The Clear Cart button will completely remove all items from the cart.
- The Show Receipt button will open a report in your web browser that will display a printable version of the cart.
- The Render button will render a low resolution image with a watermark to any folder you want on your PC.
- Continue Shopping will take you back to the ordering screen.
- Complete and Send order will compact your order and then open dialog windows for you to select shipping and bagging options.
- Save for later will allow you to save where you are currently and re-open it at a later date.

Example of a rendered file

Enter Your Account Information:

Name	Cliff Tucker
E-Mail Address	clifft@upilab.com
Account # (Enter your 4 digit ID)	0005
Address	433 Lawton Road
City	Charlotte
State	NC
Zip Code	28216
Phone Number (as 7045551212, no dashes)	8003624441
Alt/Cell Phone Number (as 7045551212, no dashes)	7043912992
Tax Exempt	☐ Tax Exempt

✕ Cancel   Total price: $34.01   Next ＞

After you press the complete and send order button you will get a few dialog windows that will ask for specific information.
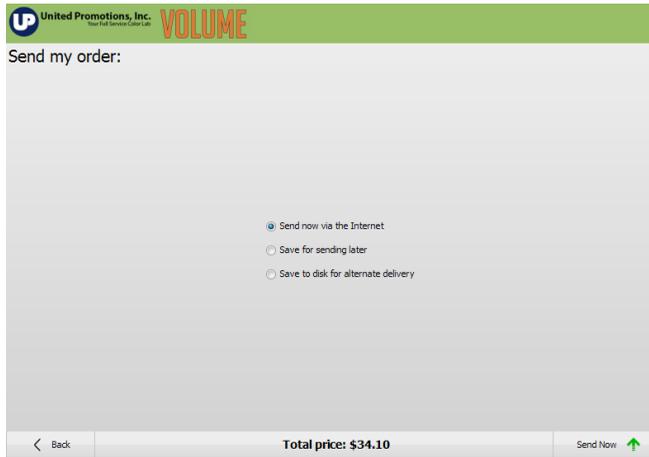
First it will collect your account information, this information is used to contact you and to ship your order to you.

The next dialog window will show you our shipping restrictions, display a horizontal thumbnail slide with the items ordered and will ask you to select a shipping method.

40in and larger products DO NOT receive free shipping, frieght charges apply

DO NOT SHUT DOWN THE PROGRAM OR DISCONNECT FROM THE INTERNET OR YOUR ORDER WILL NOT BE SENT
You will receive an email shortly after your order has transferred completely.

No confirmation email? We sent a confirmation message to your email address. If you do not receive it within a few minutes, please check your Junk, Bulk or Spam folders. Mark the message as Not SPAM to avoid problems receiving our emails in the future.

○ Postal Service
○ UPS Ground
   Orders $90 & Over Ship Free!
○ UPS 3 Day Select
○ UPS 2nd Day
○ UPS Next Day Air
○ UPS Next Day Air Saver
○ FedEx 2Day

＜ Back   Total price: $34.01   Next ＞

Shipping Options

○ Windowed Envelopes (Portrait)
○ Windowed Envelopes (Sports)
○ Clear Plastic Bags
○ Plain White Bags
○ BULK PACK

＜ Back   Total price: $34.10   Next ＞

The next dialog window will have you choose wich type of package bag you would like to use for your packaging.

There are four bag options or you could have the entire order bulk packed.

The next dialog window will allow you to insert a promotional code. These will give you an additional discount on ROES orders or could be a type of BOGO offer. Promo Codes are sent via social media or emails.

Enter a promocode if you have one:

Volume Package Prints Promocode: [   ] OK

＜ Back   Total price: $34.10   Next ＞

The next dialog window will ask if you want to send your order now, save it for sending later, if you are going to have more than one order you can save for later and send them all at once or save it to your computer so you can burn it to a CD or copy it to a thumb drive.

The last dialog window will give you two options. Go to Uploads and Show Receipt.
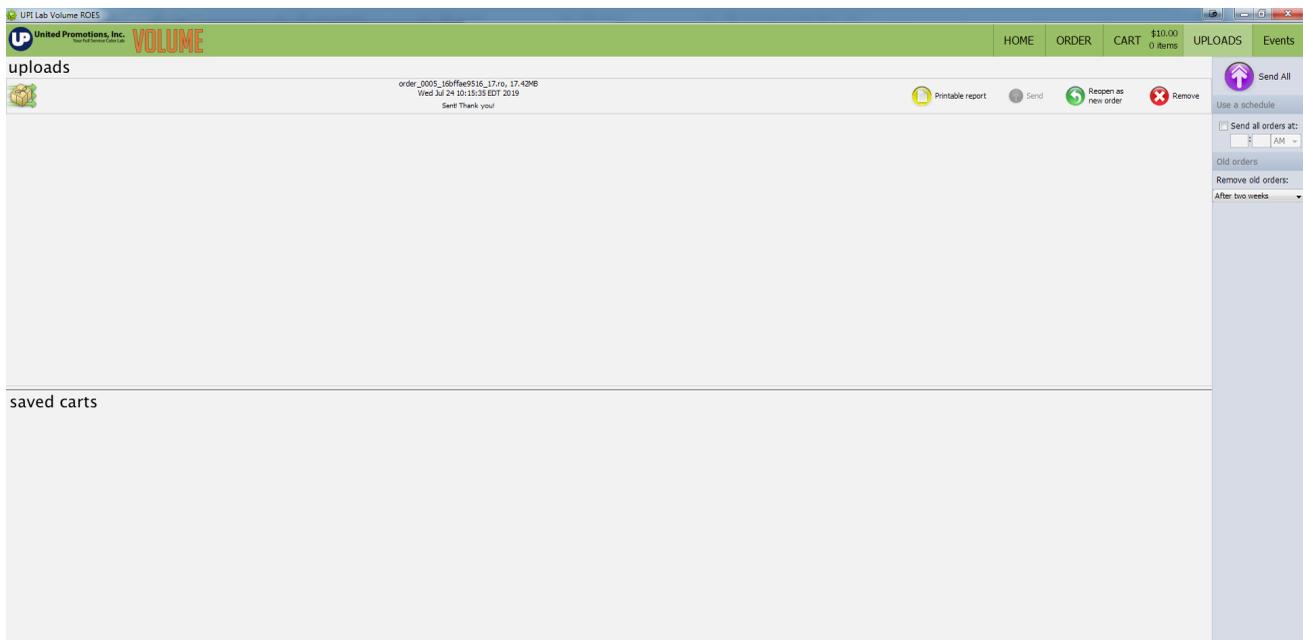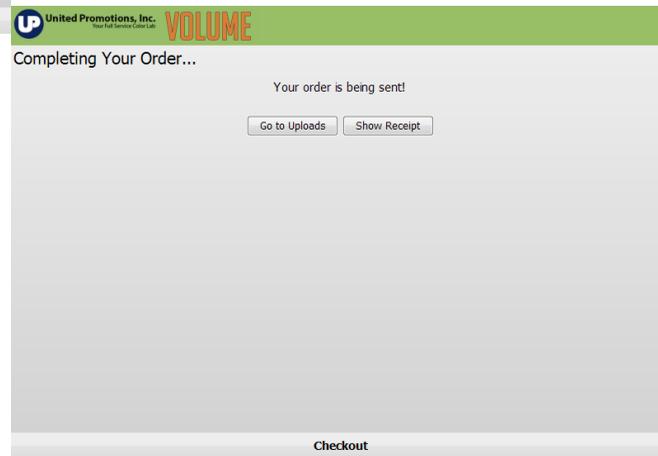
The uploads area displays all of the orders you have sent to UPILAB in the last two weeks (unless you have changed the default Remove old orders feature) and will give you the option to Open as a new order or Print the preview report from you web browser. Once you are at this window if you are finished working on orders you can close ROES.

THE ROES REPORT

Your UPI Lab Volume ROES Order

[Print Order]

Lab Order ID: 16bffae9516_10-Volume_Package_Prints
Number: 16bffae9516_10-Volume_Package_Prints
**For: Cliff Tucker**
clifft@upilab.com

Item #	Photo	Images	Print Size	Options	Quantity	Price per print	Total
1		20140517-0687-104.jpg	1-8x10		1	$1.14	$1.14

The top of the report displays the current ROES client you are in, next is a print button in case you want to print the report for your records. The Lab Order ID and Number fields are the DUID of your computer and the number of orders sent through ROES so far, then your name and email are displayed and below that comes the real meat of the report.

Now we have Item#, Photo, Images, Print Size, Option, Quantity, Price per print and Total. Item# is the order it will be bagged, unless bulk pack is selected. Photo displays a thumbnail image of the item(s) ordered. Images displays the filename of the image used. Print Size displays the product/size of the ordered item. Options will display any product options like mounting, sepia, foil stamping, etc... . Quantity displays the number of that item that has been ordered. Price per print displays the price of the product ordered. Total displays the line item total for each item.

Order Options	Order ID Simmons Wedding $0.00
	Part Number in case of multi-part order 001 $0.00
	I Pre-Pay my orders $0.00
	Alternate Shipping AddressOrder will be shipped to Billing address unless otherwise stated UPILAB433 Lawton RoadCharlotte, NC. 28216 $0.00
	Special Instructions Use with caution. This could negate the ROES discount. Please make sure all images look good. $0.00
	Agree - By submitting the job you are stating that you are the owner and copyright holder of the images, text and anything within. $0.00
	Order Review I reviewed my order & found no mistakes YES $0.00
	ROES Handling $0.25 $0.25
Shipping	$
Total Prints: 36	**Total Price: $34.01**

The bottom of the report displays all of the Cart options you selected. Order ID, Part#, Payment type, Alternate Shipping, Special Instructions, Copyright disclaimer, Order review and the ROES handling fee. UPILAB uses UPS, USPS and FedEx software that bases freight charges on weight and zip code so the Shipping charge will always be blank to start. Along the bottom is the total number of prints and price before the ROES discount is applied.
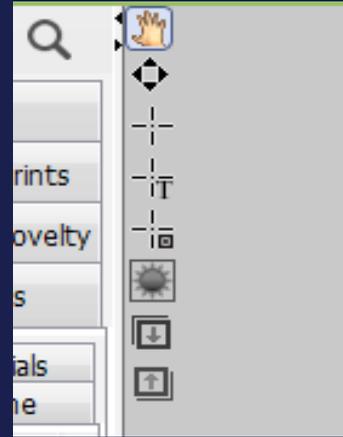
Template Editor Precautions

If you use the tools provided by United Promotions, Inc. to build custom products in ROES, you MUST test them before you can use them in an order.

UPILAB does not have access to the file on the customers end, so we do not know what it looked like before it came into the lab as an order. There is a possibility that the product could be produced incorrectly, and the lab would not know until you got them item in your hands.
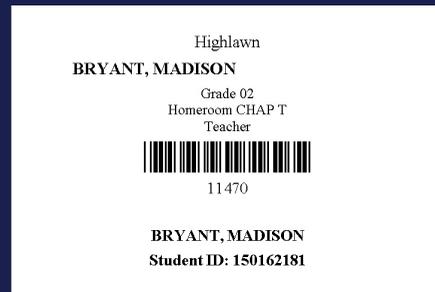
Any custom product produced without first having a test will be the customers sole responsibility and will be reproduced at full price.

LABLINK

To download the LAB LINK Software, visit our website at http://www.upilab.com/ and under SOFTWARE, click on LAB LINK.

Create a new order in LAB LINK, add images to it, and key packages with your custom stored package combinations. If you need to update or correct a package, your order will also update immediately with the package change, saving you hours of time.

Once packages are keyed, use LAB LINK's easy cropping tools to custom zoom and position your images. Apply one crop to hundreds of images in seconds or individually crop every image. The choice is yours.

Highlawn
BRYANT, MADISON
Grade 02
Homeroom CHAP T
Teacher

11470

BRYANT, MADISON
Student ID: 150162181

CAMERA CARDS IN LABLINK

LAB LINK also prints camera cards from imported data which can be used when shooting tethered or with a hand-held scanner. When using one of these matching methods, LAB LINK will automatically match the data and packages to the images. With matched data in LAB LINK, your images can now be sorted in many custom ways and printed to match the chosen sort.

Use LAB LINK's built in FTP to transmit your order to UPI for color adjustment and printing. Once we have your images, reorders are a breeze as the images will not need to be resent to the lab. Your reorder will sync with the images on file at the lab making ship time quick and accurate.

GREEN SCREEN IN LABLINK

LAB LINK has hundreds of backgrounds to choose from for Green Screen.

Use your own software to remove the green, or send it to us to remove.

LAB LINK is your total solution for everything from high volume packages to single sheet printing.

FTP
(File Transfer Protocol)

To upload images and files through or FTP Server, go to www.upilab.com and under the "Products and Services" tab, click on "FTP - Upload".

Enter your customer number, job name, studio name, user name, email address, phone number, shipping method, and any special instructions for the job. Click on " I own the copyright to the images I'm sending" and click "Next".

United Promotions, Inc.
Your Full Service Color Lab

HOME   PRODUCTS & SERVICES   SOFTWARE   NEW CUSTOMER SIGNUP   CATALOG   CONTACT

United Promotions File Uploader

WARNING: DO NOT CLOSE OR NAVIGATE TO ANOTHER PAGE
UNTIL THE TRANSFER IS COMPLETE!

This is a new File Transfer Program used to send images and data to UPI.
You will always go to the upilab.com website to send files.
The only Email you will receive will be the order confirmation Email.
This replaces the old FTP program.
If you have multiple folders to send, especially larger ones from multiple cameras, send them one at a time.
Just add the Part Number to the job name so the lab knows it is made up of multiple parts.
This is especially important if there are duplicated filenames in the parts of the job.

Notes on OS/Browsers:
-If you use Internet Explorer as your browser, it must be version IE-10 or greater.
-With Firefox, Opera, Safari and Chrome browsers, their latest versions should work without any issues.
-All Operating Systems that run these browsers will work with this FTP program.

Screen Savers and Power Save can shut down the upload function. Please turn them off.
WARNING: It is best to use a wired connection. Wireless connections can cause dropped data.

* Mouse-over 🛑 to see error messages.
Drag and drop the files you want to send, or use the browse button to add files.
Once you have added all the files you want to send, press the send button to send the files to UPI.
Please select the files in a folder to send them. Do not select the folder; it will not send.

Browse   Send   Clear All

0001. **filename:** SmithFamily (2).jpg   0002. **filename:** SmithFamily (3).jpg   0003. **filename:** SmithFamily (4).jpg   0004. **filename:** SmithFamily (1).jpg
X   X   X   X

Click on "Browse" to navigate to the folder with your images or "drag and drop" the files in the the window marked "Drop Files Here". Once images have been added, click on "Send". DO NOT click the red "X" on the image boxes, this will delete the image from the order and not transmit it to UPILAB.

DO NOT remove or rename images on your computer until the files are finished sending.

Where are your images stored?

When using Removable Media (such as CD/DVD's, Flash Drives, etc..) to upload images through FTP, please do not remove the hardware until after your order has completed. If the images are stored on multiple devices, please transfer them to your computer in one location before sending the order. Do not remove or rename files your image files until you are totally done with the current order.
FTP does not keep track of image location after the order is sent!

WHAT DO I NEED TO PLACE AN ORDER?

Now that we've looked at the different ways to submit an order, let's look at what is needed to submit an order for several different products. First, what type of work do you do?

300 DPI

1-inch

1-inch

SCHOOLS

ID CARDS

Please send us any logos or other graphics you want on the card along with the images. Please make sure the graphics are at least 1-inch by 1-inch at 300 dpi.

Please include any specific instructions you might have when you place the order. For example:

- Do you want the card horizontal or vertical?
- Do you want a hole punched at the top of the card?
- Do you want clips and/or lanyards for the cards?
- Is there a specific layout you want for the card?
- What information do you want on the card? (Grade, Home Room/Teacher, School Year, etc.)
- Do you want a barcode on the card?
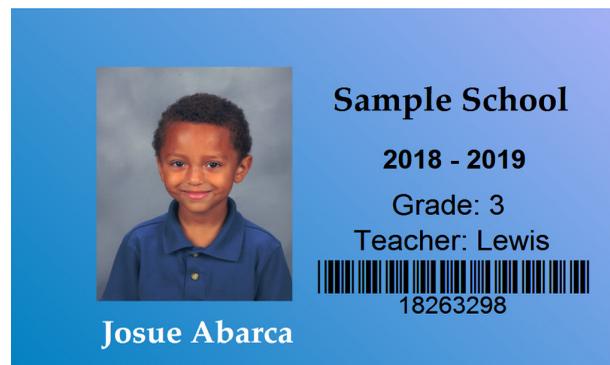
Sample School

2018 - 2019

Grade: 3
Teacher: Lewis
18263298

Josue Abarca

Sample School
2018 - 2019

Josue Abarca
Grade: 3
Teacher: Lewis
18263298

Moore County
Middle School
2019 - 2020

Jennifer Hanson
Student ID:12285896

ID CARD DATA

Please ensure that any information you want on the card (such as Student ID or Teacher) is included in the data file you send with the images.

Student IDs can be listed, used to create a barcode or both.

SCHOOLS
School Administrative & Yearbook CD's

School Administrative & Yearbook CD's

- Please make sure that any necessary data is included in the data file you send with the images.
- Admin CD's require Student ID to function properly.
- Please specify what CD you need.
- Many of our customers don't want us to actually produce any CD's until after Makeup/Retake shoot. If that is the case, please include the phrase **"Hold CD's Until After Retakes"** with your CD order. That way, we can go ahead and get things ready, but we know to wait before creating any CD's.
- Please include instructions on how you would like the yearbook CD sorted.
- Unless otherwise instructed your CD will be sorted in the following manner:

1. Elementary sorted by Teacher
2. Middle School and High School sorted by Grade
3. K-8 School sorted by Grade

Creating a Yearbook is now super-easy!

You can create a full underclass yearbook in as little as 20 minutes. Utilizing PLIC BOOKS a scaling user experience, you can build a simple, themed book in minutes. Or scale things up and use the feature-rich application to tweak every detail for your new masterpiece!

DESIGNED FOR THE WEB

PLIC Books was designed for the Web from the ground up, not converted from a Desktop app. Better performance and increased security and reliability regardless of OS.

TRUE MULTI-USER

Several PLIC Book users can be working on the same page at the same time! You can even see who is active and what they are working on in real-time!

AUTO-MAGIC LAYOUTS

Pick a Class, drag a Layout. It's that easy. Adding Clipart and other Images on the page will Auto-Magically adjust the Class photos so you never have text overlap or missing subjects.

PAINLESS SUBJECT DATA TOOLS

Using Drag-n-Drop with Subject Cards; correct, copy, move or rename your Subjects and their Class batches without drama.

CANDID SUBMISSION MADE EASY

PLIC Books offers two ways to submit Candids: Use our basic URL distribution for emails, flyers, etc. Or distribute the CaptureLife phone app for the Ultimate in Candid delivery!

THEMES

You can choose from a bunch of Themes that create the same look & feel throughout each page. Or create your own! Drag your Theme onto the page and watch the magic happen.

UPLOAD GRAPHICS AND CLIPART

PLIC Books has thousands of hi-res Clipart images! From Cats & Dogs to full Scenic Decorations. You can also Upload and Organize from your own library.

FULL BOOK PREVIEW

You can Preview your Book in progress to Examine, Move, Rename pages, etc. You can even download a PDF for your own proofing before Final Submission.

ADDING TEXT IS A SNAP

Double-click on any page to add your Text. Choose your font, size it, throw in some cool effects like DropShadow or Stroke and whammo!

YEARBOOKS

Please follow instructions listed for Yearbook CDs.

- Please note that in order to qualify for free yearbook software, you must order 75 or more books with 16 or more pages.
- Please note that we cannot produce hardcover yearbooks at this time, only softcover.
- After we finish matching the data and images, we will lay out a bare-bones book with the students already grouped by teacher/home room and/or grade. We will then email you a link with instructions. You may now download the yearbook software (PLIC by Photolynx) and begin working on the book. Alternatively, you may forward the link to the school and allow them to design the book, if you prefer.
- Once the book is complete, let us know and we will produce a proof for final approval. When we have final approval, we will print and ship your books.
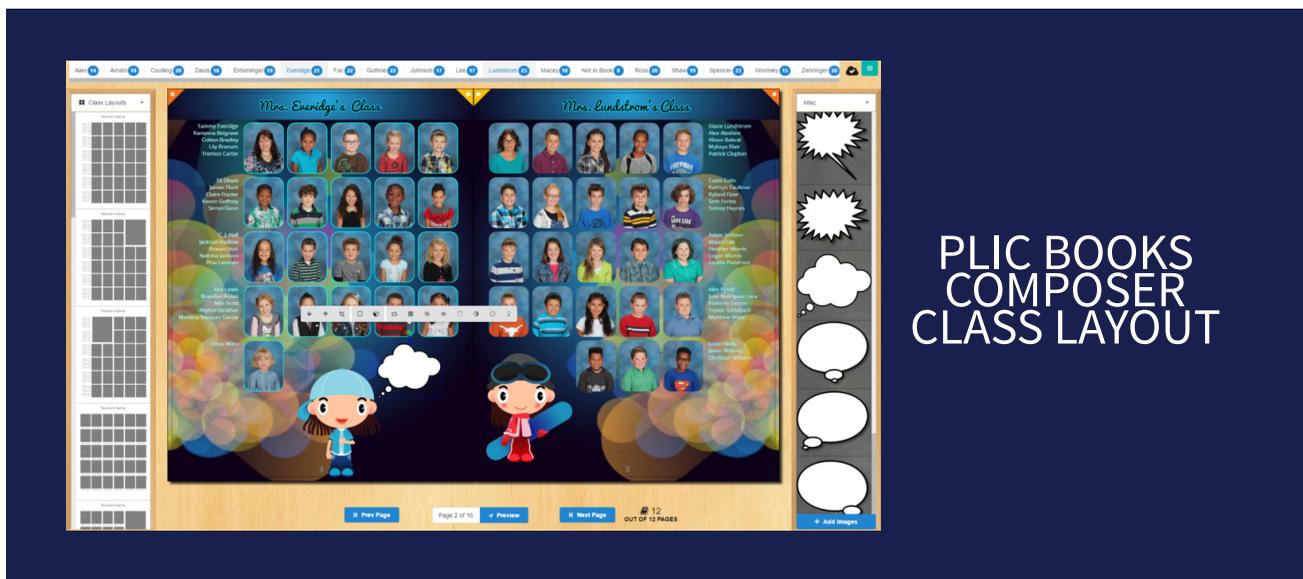
PLIC BOOKS
COMPOSER
CLASS LAYOUT

PLIC BOOKS
SUBJECT
MANAGEMENT
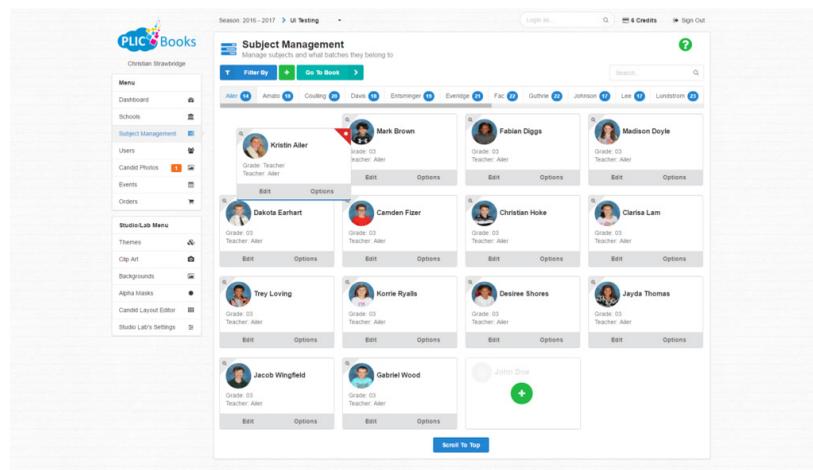
COMPOSITES

Composites consist of 2 orders. One for the setup of your composite, and one for the actual print. So when you place an order, you must first decide if you want Standard or Custom.

Standard $7.95

The Standard Composite setup can consist of images, names, school name, graduating year and teacher/class name.

Multiple background options are available.

Custom $40.00

The Custom Composite setup can consist of images, names, school name, logos, custom backgrounds graduating year and teacher/class name and adjusted image sizes.

You are also charged for the matching and cropping. If you have IMAGES ONLY, you will be charged $.05 per Image for cropping. If you have IMAGES and DATA, you will be charged $.12 per image for matching and cropping. If data is not in Excel CSV file, matching & croppingis $.75 per image.

Once the Composite has been set up, we will email you a proof. Two corrections to the initial proof are free. Additional changes to the layout of the composite will be $4.50 per change.
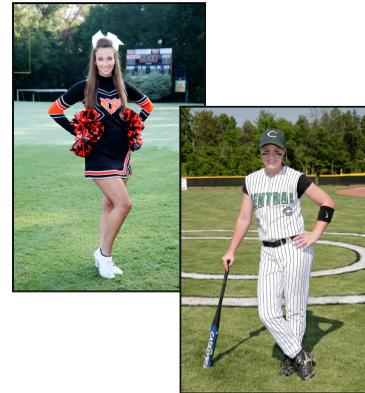
SPORTS

To submit a SPORTS job to the lab, you can use ROES SPORTS, LAB LINK, or FTP. See Pages 1-14 for more information on how to submit an order.

Sports Products

DATA is required for certain SPORTS products, such as trader cards, which contains fields for age, height, weight, etc. If you do not send this information, the fields will be left blank.
For further instruction on how to send DATA, see Page 20 for UNDERSTANDING DATA & FILES.

Outdoor sports lighting is difficult to control, so you must be aware of the changing conditions. It is best to shoot in the shade, using a light meter to determine proper exposure. If you have to shoot in the sun, then make sure that your subject is not directly in the sun (squinting) or backlit by the sun. In a sun/shade situation, make sure that a shadow does not cross part of the subject's face. It is impossible for the lab to color correct the flesh tones when that happens.

When ordering statuettes and exact cut-outs, choose images that are sharp, high resolution and evenly lit to produce the highest quality product.

One option for sports photography is green screen. This option allows the photographer to pose the subject and ensure proper lighting, and then replace the background in post processing. For more information on GREEN SCREEN photography, see Page 24.

UNDERSTANDING DATA FILES

Now let's take a look at the contents of your order. The DATA for your order is very important. It tells us what key information goes with each image. When you use the same layout each time you submit an order, it reduces the risk of errors. Excel files are the most seamless approach to saving your data. Below is an example of an ideal data file.

	A	B	C	D	E	F	G
1	First Name	Last Name	Grade	Teacher	Student ID	Image Number	
2	Braeden	Wilson	6	Williams, Dina	6564961654	00008.JPG	
3	Michaela	Perry	6	Taylor, James	4561651684	00009.JPG	
4	Norma	Elliott	6	Williams, Dina	4545656416	00018.JPG	
5	Brodie	Brackett	6	Williams, Dina	4546456546	00021.JPG	
6	Davis	Brown	6	Simpson, Leslie	1211745316	00039.JPG	
7	Tyler	Wescott	6	Taylor, James	8165165654	00063.JPG	
8	Austin	Smith	6	Simpson, Leslie	4346542461	00066.JPG	
9	Samuel	Hooks	6	Simpson, Leslie	1443154241	00069.JPG	
10	Emily	Donnelly	6	Taylor, James	2443164174	00071.JPG	
11	Stephanie	Goodwin	7	Michaelson, Ida	1246888522	00075.JPG	
12	David	Williams	7	Smith, Rebecca	4653779457	00076.JPG	
13	Emily	Laszok	7	Michaelson, Ida	7649584632	00077.JPG	
14	Joshua	Plummer	7	Michaelson, Ida	5553649857	00079.JPG	
15	Austyn	Potter	7	Smith, Rebecca	3364528721	00086.JPG	
16	Isabelle	Robinson	7	Burnette, Kathy	7564956457	00090.JPG	
17	Benjamin	Davison	7	Burnette, Kathy	4629334157	00097.JPG	
18							
19							
20							

This is the way that you would send data for School Yearbook CDs, Admin CDs, ID Cards, Composites, Trader Cards, Packages, Add-Ons or any other data that the lab may need.

Data Files **MUST** in comma or tab delimited excel or text files. Data **MUST** all be on one sheet, not one sheet for each grade or class. PDF's will **NOT** be accepted.

FILE TYPES & COLOR SPACES

The JPEG File Type

JPEG is a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable tradeoff between storage size and image quality. JPEG typically achieves 10:1 compression with little perceptible loss in image quality.

JPEG compression is used in a number of image file formats. JPEG/Exif is the most common image format used by digital cameras and other photographic image capture devices.

The PNG File Type

Portable Network Graphics or PNG is a raster-graphics file-format that supports lossless data compression. PNG was developed as an improved, non-patented replacement for Graphics Interchange Format (GIF).

The PNG working group designed the format for transferring images on the Internet, not for professional-quality print graphics, and therefore it does not support non-RGB color spaces such as CMYK. A PNG file contains a single image in an extensible structure of "chunks", encoding the basic pixels and other information such as textual comments and integrity checks documented in RFC 2083. The PNG format is a JPEG file with an Alpha mask.

RGB   CMYK

Color Space

All files sent to the lab should be in RGB format. This allows color correction to be applied consistently. If the file needs to be converted to CMYK for Press Printing, that will take place at the lab once color correction has been applied.

CROP & BLEED

4x6 CROP (3:2)
5x7 CROP (7:5)
8x10 CROP (5:4)

Cropping Images

Cropping is the removal of unwanted outer areas from a photographic or illustrated image. The process usually consists of the removal of some of the peripheral areas of an image to remove extraneous trash from the picture, to improve its framing, to change the aspect ratio, or to accentuate or isolate the subject matter from its background. Depending on the application, this can be performed on a physical photograph, artwork, or film footage, or it can be achieved digitally by using image editing software. The process of cropping is common to the photographic, film processing, broadcasting, graphic design, and printing businesses.

The Aspect Ratio of an image describes the proportional relationship between its width and its height. It is commonly expressed as two numbers separated by a colon, as in 5:4. When you submit an image that is a 4x6 crop (3:2 ratio) and order a product that is an 8x10 crop (5:4 ratio), the top and bottom of the image will be lost.

Bleed

Bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors often extend into the bleed area. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

It is very difficult to print exactly to the edge of a sheet of paper/card, so to achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

Bleeds in the US generally are 1/8 of an inch from where the cut is to be made.

RESOLUTION

Image Resolution is the amount of detail an image holds. A higher resolution means more image detail. RESOLUTION is often referring to pixel count or DPI. DPI, dots per inch, is the number of dots in a printed inch. The more dots there are, the higher the quality of the print. Higher DPI means higher resolution.

EXAMPLE 1

HIGH RESOLUTION - 300 DPI   LOW RESOLUTION - 72 DPI

Resolution is not "size". If you increase the physical size of an image, it will automatically reduce the dpi to compensate. Also, if you increase the dpi, the size of your image will reduce. The software only has a limited amount of information from the image file to work with - the pixels/dots. To stretch the image larger, you are just spreading the dots and creating a much lower resolution image relative to it's size (less sharpness/detail).
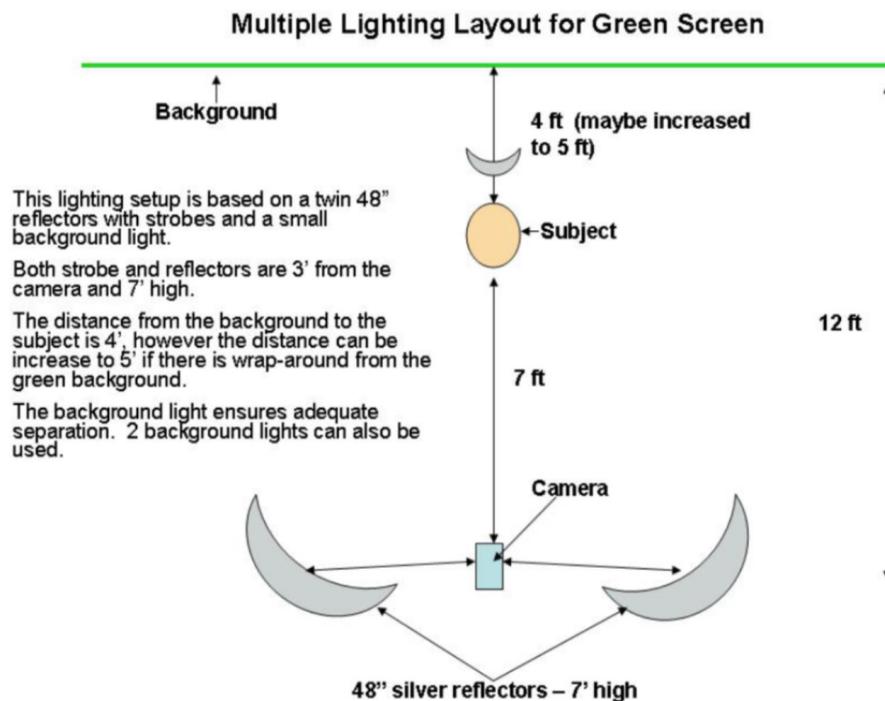

EXAMPLE 2

4x6
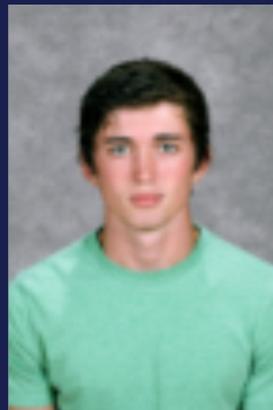
24x36

In Example 2, the same image was used to produce a 4x6 as well as a 24x36. The 4x6 printed without visible loss of detail. However, when enlarged to 24x36, the resolution is too low to produce a sharp and detailed product.

GREEN SCREEN

A green screen is used as a backdrop in chroma key photography. This process replaces a solid color background from behind the subject of a photo with a new background. When photographing green screen, there are several things to consider:

- The **TYPE OF GREEN SCREEN BACKGROUND** that you use will affect the amount of reflection back onto the subject. These include fabric (muslin, polyester, nylon), paper, and vinyl. Whichever type you choose, it is best to stay away from shiny materials, as they create a bounce-back color from the reflective backdrop.

- The **CLOTHING OF THE SUBJECT** can greatly affect the outcome of the background removal. If the subject is wearing GREEN, then the chroma key software registers the green in the subject's clothing as part of the green screen backdrop, and removes it from the image. When the background is replaced, it appears as though you can see right through the subject.

- The **DISTANCE OF THE SUBJECT** from the background is a very important factor for chroma key photography. More distance from the screen will cut down on any reflection you might get if green light bounces off the screen. Distance will also reduce shadows falling on your green screen.

- The **TYPE OF LIGHTING** is the most important aspect to successful green screen photography. You need to light the screen separately from your subject. Be sure that your lighting is even and doesn't create shadows or hot spots. Chroma key software works best when the background has uniform color across its surface.

Multiple Lighting Layout for Green Screen

Background

4 ft (maybe increased to 5 ft)

←Subject

This lighting setup is based on a twin 48" reflectors with strobes and a small background light.

Both strobe and reflectors are 3' from the camera and 7' high.

The distance from the background to the subject is 4', however the distance can be increase to 5' if there is wrap-around from the green background.

The background light ensures adequate separation. 2 background lights can also be used.

12 ft

7 ft

Camera

48" silver reflectors – 7' high

ACCOUNTING

It is recommended to keep your credit card on file to allow for speedy processing and shipping of your order. An invoice will be emailed along with the order for your records. If there is no credit card on file, the shipping department will attempt reach you for payment and your order will not be shipped until payment is processed.

SHIPPING

For your convenience, when you process an order for $90 or more and have your credit card on file, you will receive *FREE SHIPPING on select orders!

*30-inch and larger products DO NOT receive free shipping, freight charges apply

We use the following Shipping Methods

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Our Default is UPS GROUND if not specified otherwise

Shipping costs are calculated by both weight and box size. There are additional charges for oversized boxes.

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