

Color Management Update

March 24, 2022

Speaker

Don Hutcheson
Hutch Color

Location

The Timbers, Mt. Gretna

Social Hour

5:30 pm

Dinner

6:00 pm

Cost

\$25 - members

\$35 - guests

\$15 - students

RSVP

March 22 at

slcreservation@gmail.com

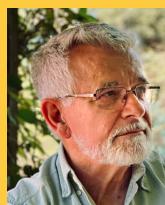
ICC color management emerged in 1994 and almost died on the vine. But photographers and designers, working with RGB digital cameras and desk-top printers, saw ICC profiling as a God-send, enabling fast, in-house “pleasing color” prints without the cost and delay of outside services. The tools quickly improved to the point where a good ICC workflow could exceed both the quality and efficiency of traditional pre-press methods. Currently, ICC color management has totally revolutionized the printing and photographic worlds,

Nobody is better equipped to explain color management concepts than world-renowned color management expert and G7® inventor, Don Hutcheson. In a fast-paced, one hour presentation, Don will start with an overview of ICC basics, workflows and best practices, then share a few simple tricks by which anyone from creative to production can get the best possible color “match” between concept and finished job.

Some of the topics he will cover include;

- Principles of ICC color management—what’s changed and what’s the same
- Standardized printing (GRACoL, etc.)
- The role of G7®
- Simple quality control methods
- Secrets of success and managing expectations

Whether you’re a brand, agency, designer, photographer, printer, pre-press or just an off-duty rocket scientist, you’ll come away with a better understanding and confidence in today’s color workflows.



With over 50 years’ experience in photography, printing, color science and software development, Don has pioneered many of the tools and techniques we now take for granted, like RGB workflows, soft proofing, extended-gamut printing and digital proofing.

In 1995 he started the world’s first color management consultancy, HutchColor, LLC, to bring the benefits of ICC color management to professional users. Today he trains some of the world’s top printers, publishers, photographers and brands through private consulting and public talks like this. In 2006, as chair of the Idealliance GRACoL® committee, Don used his own “Proof-to-Press” calibration method (now known as “G7®”) to produce the new GRACoL and SWOP data sets. Since then, G7® has made standardized printing and proofing easier and more accessible to thousands of printers and print buyers world-wide.