

Tracy Valleau

# Fine Art Prints

## Price List

(Rev 4 09/08/23)



## Bespoke printing

“Bespoke printing” is a collaboration between the photographer and the print artist.

Why have me do your prints? Experience: the prints I make are in private and corporate collections. They are held the permanent collections of museums where they have been featured in various shows. Prints made for clients have sold for over \$1000. I have taught photography at the graduate school level. Finally, I have been printing digitally for 20 years and making images for over 65 years.

Using this lifetime of practical experience, I have turned to doing bespoke printing for other photographers. Working together, we can create the physical image you intended, by collaborating in editing the digital file to produce the best possible print.

In short, you are not as much paying for a print, as paying for experience.

## Pricing

Since this is fine art printing and not commodity printing, there is no price list per se. The work is done when the photographer is satisfied with it. Prices therefore will range from a few hundred dollars on up to several hundreds, based simply on the amount of time it takes to get a perfect print.

If you are looking for commodity printing, we are not likely to be a good match.

That said, and so as to not leave you completely in the dark, my rates are \$500 per day.

**Papers** used and generally in stock, which I think produce the best results, are by Canson and Epson

Canson Arches Velin Museum Rag

Canson Platine

Canson Arches 88

Canson BFK Rives (aka Printmaking Rag)

Canson Baryta Photographique

Epson Cold Press Natural

Epson Hot Press Natural

Epson Exhibition Fibre

Epson Velvet Fine Art

Other papers

Ilford Gold Fibre Silk

Hahnemuhle Photo Rag

For extremely white gloss paper, I use

Simply Elegant Premium Luster

## What is a fine art print, and why are they so expensive?

If you just need a nice print of your children's birthday party, or your vacation in Cancun, then a Costco print will do just fine, and may only cost a dollar or two, depending on size.

But, if you've been to a museum or gallery, you have no doubt noticed that richer, deeper tones and "special" quality to the prints hanging there. Those images are created by printing masters, who know how to bring out all the qualities a particular image holds, and take the time to adjust each image personally.

In fine art printing, each individual print is carefully analyzed, touched up, corrected for tone and/or color and sharpness for the printing process and paper. A paper is specifically chosen for the subtle differences each has, to match the artist's desired intent for the viewer. I make custom paper profiles by hand for each paper type and ink. No "canned" profiles are used.

Papers used for custom prints are the best available, including Canson (which has been making artist's papers for over 460 years), Epson Legacy, Ilford and Hahnemuhle and others. (See a list of in-stock papers below.)

I make both color and B&W prints. I use Epson pigment printers for longevity and detail. I also make B&W prints using the famous Piezography inks, that contain 8 shades of black/gray for extended tonal range.

## Submitting a file for printing

Honestly, it is extremely difficult to make a museum-quality print from a jpg. The color space is too small, and there simply are not enough tones for shadow depth or to avoid banding in the final print. JPEG files are 8-bit (256 tones) SRGB colors by definition. It's what your iPhone yields unless you tell it otherwise. (Yes, I *will and can* work with JPEG files, but you need to understand the quality limitations inherent in that format.)

For best results, you need to provide a 16-bit file (65,536 tones) in a larger color space, such as Adobe RGB (ARGB) or better, ProPhoto RGB. To do this, your file will have to be saved as a TIFF (.tif) file. (You can, of course, send me the raw file instead, and just have me do the whole thing from scratch.)

Most photographers will be starting with a raw file from their camera, and then open it in Lightroom or Photoshop using ACR (Adobe Camera Raw) on the way in. Either of these will allow you to set the color space and bit depth as the file moves into Photoshop.

*Here's how to set it:*

If you are using Lightroom, visit its preferences, and click on the "external editing" tab at the top. Then enter these in the "Edit in Adobe Photoshop..." section:

File format: TIFF   Color space: ProPhoto RGB   Bit Depth: 16 bits   Resolution: 360  
Compression: none

If you are opening the raw file directly in Photoshop, it will automatically open ACR first. You can access the setting for ACR at the very bottom center of its window. You'll see a line of text that displays the current output information. That text is a live link, and if you click on it, you can alter the settings. Choose the same settings as mentioned above for Lightroom.

Make your adjustments in Lightroom / ACR as you wish, but remember that you will be "baking them in" to the image, so I recommend that you keep them to a minimum. Specifically, I recommend that you don't sharpen the image. Make only large, global changes, such as color temperature. The more adjustments you make, the less latitude I have in adjusting for the print.

Finally, if you are saving as a TIFF, please flatten the image before saving (from the menu in the layers panel in Photoshop.)

## Size matters

Yes, bigger is better, and I'm talking about the -original- file size here. *Please do NOT enlarge the image yourself.* If enlargement is mandatory, I'll do it myself, as I know how to get the best results.

If you have a 12 mp (megapixel) camera, your image should be about 4000 x 3000. If your camera is 16 mp, your image will be about 5000 x 3200 and if 24 mp, it will be about 6000 x 4000.

Anything from 14 mp on up will make a nice 12 x 18 print (on 13 x 19 paper). An iPhone 12 mp file might stretch to 12 x 18, but is really best up to about 10 x 15.

I'd generally recommend at least a 24 mp camera if you're serious about making fine art prints.

I'll provide an upload site for you to send me the image file. (Zip it, if possible please.)

After I've looked at it, I'd like to talk with you by phone to get an understanding of what you're after, and how I should gear my approach to the print.

When it's done (matte papers require 24 hours drying time) you can swing by the house to pick it up, or I can mail it to you, at your own expense. If there is something wrong with the print, I will fix it and reprint it at my own expense. However this does -not- cover you making a new and different artistic decision, which will be at your own expense.

Finally, I'm always happy to talk about photography and printing, and welcome email or phone calls.

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## **Caveats:**

I do not print on canvas, metal, plastic or rice paper, nor do I provide framing or laminating services

\*Piezography prints are available only on 17" or smaller sheets

## **Paper-in-stock as of 10/11/22**

PK = Photo Ink (traditional reflective); MK = Matte Ink (soft, non-reflective)

current stock

### **sheets**

Canson Platine (PK)

Canson Baryta (PK)

Canson 88 (MK)

Canson AVMR (MK)

Canson Aquarelle Rag (MK)

Epson Cold Press Natural (MK)

Epson Hot Press Natural (MK)

Epson Exhibition Fiber (PK)

Epson Legacy Fiber (PK)

Epson Legacy Etching (MK)

Epson Platine (PK)

Epson Legacy Fibre (MK)

Epson Premium Luster (PK)

Epson Velvet Fine Art (MK)

Epson SemiMatte (PK)

Hahnemuhle German Etching (MK)

Hahnemuhle Photo Rag (MK)

Moab Entrada Natural (MK)

## **other/specialty papers**

I have found these papers to be nearly the quality of the fine art papers listed above:

Iford Gold Fibre Silk Baryta (PK)

Simply Elegant Gold Fibre Silk baryta (PK)

Iford Smooth Pearl (PK)

Simply Elegant Smooth Pearl (PK)

Simply Elegant Premium Luster (PK) (very white)

Red River Palo Duro Etching (MK) (warm, good blacks, no OBA)

Red River Soft Gloss Rag (PK) (neutral white, twin for platine)

**Roll paper** (for larger prints, 24" x ?)

(I will order rolls if needed, but please allow shipping time)

Epson Cold Press Natural, (MK)

Simply Elegant Gold Fibre Silk (PK, Baryta)

Epson SemiMatte, (PK)

*Other in-stock rolls:*

Simply Elegant Premium Luster (PK)

Breathing Color Sunset E-satin (PK)

Breathing Color Vibrance Luster (PK)

ProLine SemiMatte (PK)

ProLine Premium luster (PK)

**\*Price comparisons**

<https://bayphoto.com/prints/fine-art-prints/>  
20x30 = \$95 (print as is; no bespoke work)

<https://www.dickermanprints.com/pigment-prints/>  
24 v 30 = \$176 (includes print adjustment)

<https://whitewall.com> ("world's best printer")  
20 x 30 \$ 111 (print as is; no bespoke work)

Tracy  
20 x 30 = \$100 (includes bespoke print adjustment)