ASSESSMENT
GUIDE
COLOUR CONTROL

KONICA MINOLTA

1234
DIGITAL||||
enabling your business

STRATEGY

Print Providers leveraging Konica Minolta's business development program Digital1234 can walk through this "Assessment Guide". This is a business based questionnaire covering a range of crucial business topics. Using a simple and visual traffic light system, each question can have three results:

Green – No or little experience, with a lot of opportunities for growth
Yellow – Some experience, but still room for improvement
Red – Good experience, and well underway to attain the business benefits in this area.

This assessment will allow you to quickly identify areas of your business that could benefit from change by exploring each particular business opportunity. Konica Minolta could partner with you to succesfully implement this new exciting opportunity.

ABOUT THE AUTHOR

Paul Sherfield who runs the Missing Horse Consultancy is well known in the UK printing, prepress and publishing industries as having considerable knowledge on digital pre-media workflows, colour management, PDF and ISO standard printing conditions, with special expertise on the business reasoning and ROI behind such systems.

His consultancy was founded in 2001 after working at director level in the printing industry for many years.

Other the last few years he has consulted on some of the most successful digital pre-media systems installed in the UK at clients ranging from large publishers, corporates, government, graphic designers and printers large and small.

He is active in a number of nation and international industry groups and is a regular speaker at seminars and conferences.

Apple Solutions Expert – Print & Publishing
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THE MISSING HORSE CONSULTANCY LTD
GRAPHIC ARTS SOLUTIONS

I have defined 5 areas in which to explore the need and advantages of colour management to your organisation:

(1) Market needs, perceptions and requirements, (2) Your clients needs and perceptions, (3) Culture and staff issues, (4) Technology and systems, (5) Standards and specificationsa

I have written 21 questions within these areas.

1. Market needs, perceptions and requirements

Does your market require accurate contract colour proofs?

- Not sure
- PDFs supplied for content only, not colour
- Digital contract colour proofs are normally supplied

Is achieving a common colour appearance across all printing devices, methods and materials important to your market?

- Very important
- Not important to our market
- Yes, on some work

Is a good match to a contract proof, on press, considered important?

- Both of the above, dependent upon the type of work
- A pleasing colour match is acceptable
- The match between proof and printed work must be very good

2. Your clients needs, perceptions and requirements

Do your clients require accurate contract colour proofs?

- PDFs supplied for content only, not colour
- All of the above, dependent upon the client and type of work
- No proofs required or supplied

Is work ever rejected because of poor colour?

- Yes, too often!
- Occasionally
- No

Is a good match to the proof, on press, considered important?

- Both of the above, dependent upon the client and type of work
- A pleasing colour match is acceptable
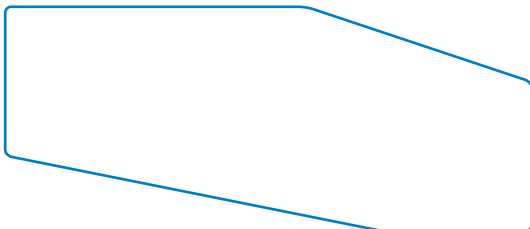- The match between proof and printed work must be very good

Do you achieve a common colour appearance across all your printing devices, methods and materials?

- We try but it is very difficult with the number of printing methods and materials we use
- Not important to our market
- What is 'Common colour appearance'?

3. Culture and staff issues

Does your organisations culture aspire to produce the highest colour quality?

- 'Good enough colour' is OK for our clients
- We try, but it can take to much time and money
- We have a colour management policy and workflow

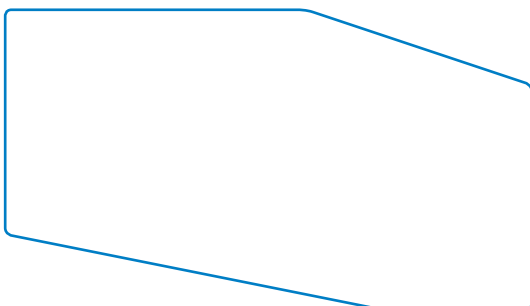**Do your printers/press operators have knowledge of colour management?**

- Yes, in areas they need
- Have some basic understanding
- No

Are your pre-press staff trained in colour management?

- Have some basic knowledge
- Understand ICC colour management and workflows
- No

Can sales and customer service staff talk to client's knowledgably about the benefits of colour management?

- No, staff do not need this knowledge
- Know colour management exists
- Yes, they understand our colour management policy

4. Technology and systems

Do you have a colour management policy and workflow?

- We use colour management in some areas
- Yes, all relevant staff are trained in its use and application
- No, what is that?

Is there a good understanding of ICC technology and profiles?

- Yes, this is covered by our colour management policy and training
- We ignore ICC profiles in our workflow
- What are ICC profiles

Do you repurpose images and pages to suit the paper and printing method using ICC profiles?

- Not important to our market
- Yes, on some work
- Always

Are your contract colour proofing devices calibrated and validated to ISO 12647/7?

- Yes
- What is ISO 12647/7?
- No, we use a in-house standard

Do you understand the colour management functions on your production RIPs?

- Partly, but could benefit from more training
- Yes
- No

Do you use the colour management functions on your production RIPs

- Yes
- No, but could benefit from more training in this area
- No, we colour manage further up stream in the workflow

5.   Standards and specifications

Are you aware of the range of ISO printing standards?

- Yes, we use them both for proofing and printing
- Yes, but need more information
- No, what are they?
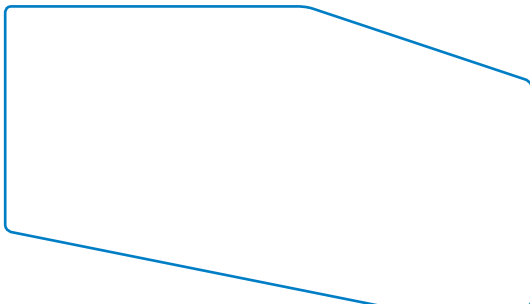
Are clients asked to supply PDF X files as standard?

- What is a PDF X?
- We have to except any type of file from our clients
- Yes, and we supply full instructions on how to do this to our colour management policy

Is your production work validated to an ISO printing standard?

- The printing device is calibrated as required
- No-a pleasing colour match is acceptable
- Yes, on a job-by-job basis

Are you aware of the many benefits and saving a colour-managed workflow using ISO standards can give your company?

- Yes, we use this technology daily to save money and increase client satisfaction
- No
- Yes, but we need help with implementation and training

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