

Junk in Junk Out!



*To produce quality business cards
Power Graphics needs quality art.*



SCANNING PRINTED MATERIAL - Printed materials would be any promotional tool printed using the four color process CMYK.

WARNING - When scanning printed materials a problem occurs. The scanning process will pick up the roset pattern created by the blending of the four colors in the printing process. We have successfully sold cards using this process but the salesperson and the customer must be aware of the quality lost. Many people don't care. The business cards are small enough that the lack of quality is not that apparent.

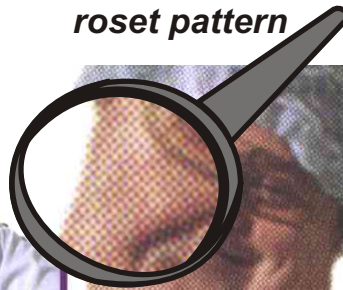
SOLUTION - 1. Use your digital camera as much as possible when trying to capture a picture for your cards. 2. Scan photographs. Original old fashion photo prints can create great scanned images! 3. When working with a poor quality logo we may have to redraw the image. (Charge back cost to customer)

Example of a printed brochure

This is a scan of a brochure that was printed using the four color process (CMYK). Look closely and you'll see the roset pattern created by the overlapping four colors.



roset pattern



One way to lose the roset pattern is to slightly blur the image.

roset pattern with blur effect



BITMAPS - Best used for photos. File types .jpg, .tiff

VECTOR - Best used for line graphics such as logos and type.