

masterful montage

WITH DESKTOP IMAGE EDITING SOFTWARE, YOU CAN FULLY INTEGRATE MONTAGE AND COMPOSITING INTO THE CREATIVE PROCESS. IF YOU FIND YOURSELF FACED WITH LACKLUSTER OR ABSENT PICTURES, ENERGIZE THE IMAGES WITH PHOTO MONTAGE. CREATE STAND-OUT PICTURES WITH PHOTOSHOP AND A DIGITAL CAMERA OR A FEW STOCK IMAGES. COMBINE THEM USING ANY OF THE DOZENS OF LAYERING AND BLENDING EFFECTS. JUST KEEP ONE EYE ON THE CLOCK; THE TIME JUST SEEMS TO PASS FASTER IN PURSUIT OF THE PERFECT PHOTO MONTAGE!

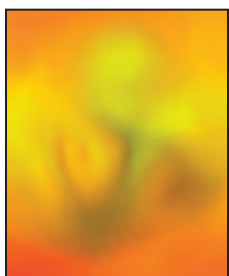
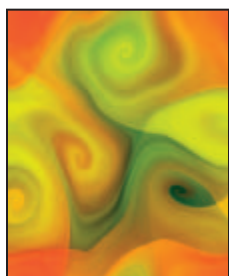


THE FACE. We widened the face, duplicated it, and applied a vector mask to isolate the lips. We reduced the underlying face to make the mouth bigger in proportion, and used feathering to create a smooth blend between the two layers.

IMAGE USED FOR ILLUSTRATIVE PURPOSES ONLY. THIS IS NOT A REAL PRODUCT AND NO ENDORSEMENT IS IMPLIED.



FROM PEPPERS TO COLOURS. We selected images of peppers from a photo collection containing pre-masked objects. We arranged the photos and added a textured background, to which we applied a motion blur of 50 pixels.



SWIRL AND BLUR. We used Image Candy's SWIRL FILTER to blend the peppers, adding a 30-pixel RADIAL BLUR to it afterwards. The result: A whirlpool of "hot" colours that convey a sense of heat—perfect for hot sauce.



THE PEPPERS. We chose a stock agency that pre-masked the images. We faded each pepper with an edge-to-centre blend applied to the layer mask. Finally, we merged the peppers into one layer to clean up the edges with Photoshop's REMOVE WHITE MATTING and DEFRINGE tools.

toolkit

LITTLE HOTTIE IS A FICTITIOUS BRAND CREATED FOR THIS EXAMPLE

From the WILLOW tree

The Party of the Century! (Well...Half century!!)

Our bash was a blast...you keep telling us so!

Thanks to all of you who joined us in the celebration of Willow's 50th anniversary. The number of calls, cards and emails following the event with your heartfelt praise and congratulations has really meant a lot to us. So many of you have told us that it was absolutely the best event you have ever attended! It was definitely a night to remember for all of us; 50 years is such a milestone and we really wanted to go all out to pay tribute to that accomplishment. We promised you delicious food, fun entertainment, great music and a few surprises—well, we delivered! Many were impressed at the start of the event with the greetings we received from the Prime Minister. The tarot card reader was frighteningly accurate—we heard many people saying, "how did she know that?" The oxygen bar had a line-up all night long! And everyone loved the sushi! Special thanks go to Yuri Dojc his meaningful contribution—the "Prague" print we reproduced, as a limited edition in commemoration of our anniversary is a beautiful piece.

There is really so much to say that we just don't have the space—but here is a quote from one of the numerous cards we have received— "...with class and sincerity like this, it is obvious that Willow Printing will be around for another 50+ years!"

Well, that's certainly the plan!

Thanks again to everyone for all your support.

Yet another Cool Toy!

We at Willow have just gone crazy! We are so excited about turning 50 that we can't stop buying presents for ourselves...well to tell you the truth, ultimately, these "presents" are really for you! The latest and the greatest...a new press!

Yes, Willow has installed a 40-inch 5 colour Heidelberg Speedmaster 102 FP (P) with a double perfecter. What's a double perfecter, you may be asking? It means we can print on both sides of the paper at once. This most recent, very significant investment will enable us to be more efficient—we can utilize a larger press sheet, meaning less paper to run and shorter production times. Electronic controls will facilitate "make ready" times. The 5th colour unit makes it possible for us to run a 4-colour process project with a special colour, or with a varnish, all in one pass. Our new press, coupled with our previous investments in computer to plate technology and ROOM workflow will combine to give you what you need—quicker turnaround times, greater efficiency, consistency from time-to-time, improved registration and quality—overall greater value!

We would love to show you all our new stuff so we can explain the process and demonstrate the benefits to your company! Please call or email us if you would like to have a tour.

Thanks for Sharing!

We want to ensure that everything we do is geared towards meeting and exceeding your needs and expectations. Late September, we started emailing brief on-line surveys following each order. (We promise you won't hear from us more than once a month.) We want to know how we are doing on an ongoing basis—where we "shine" and where we need a little "polish". We appreciate the feedback we have received from many of you and will share our results once we have more responses. To date, our response rate is 15% and we are encouraged to see those kinds of numbers!

We would also like to announce the winner of our first quarterly draw for participants of the survey. This quarter's prize was dinner for two at Wildfire Steakhouse and Wine Bar and the winner was **Anthony Fasulo of The Shoe Company.**

Thanks to everyone who has responded—if you receive our request, please take a few brief seconds to respond to our very short survey—the feedback is invaluable to all of us.

Willow's Winners at Work!

We have to take this opportunity to congratulate Dave Lambert, this quarter's winner of the "Employee of the Quarter" contest. The winner is nominated and elected by their peers. It was said of Dave that he has a "wonderful sense of humour" and that "he has been a great source of information and assistance".

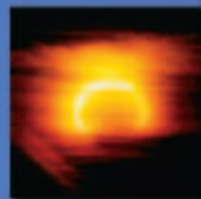


Willow has implemented a program to reward our Associates whenever they "catch" a problem before it happens. The "good catcher" gets rewarded on the spot and is entered into a grand prize quarterly draw.

Last quarter's winners:

Paul Correa
Keith Farrington
Steve Griffith

stock options



save big with ready-to-go stock—and the right pricing

RIGHTS MANAGED

Rights-managed agencies provide you with a way to limit the use of the images you license by your competitors. The greater the scope (geographic, competitive, or otherwise) of the rights you seek, the more you will pay. These images are not available from the agency's royalty-free collection, so the potential for over-exposure of the image is reduced. Rights-managed agencies often provide free research, giving you a professional who can hunt down images based on the directions you provide. Prices range from a few hundred dollars per image for partial-page use on the inside of a brochure, to tens of thousands of dollars for a national ad campaign.

RIGHTS NEGOTIATORS

Think famous faces. A rights-clearance agent, such as Corbis, negotiates fees and usage rights with celebrities, their estates, film and TV studios, news organizations, and other rights-holders. With established relationships and experienced negotiators, it's a good idea to outsource this assignment and negotiation. Expect to write a rather substantial cheque, regardless.

ROYALTY FREE

Stock's biggest innovation in the past 20 years has to be the emergence of royalty-free image collections. Stock agencies provide an Internet search engine or printed catalogue of images. Once purchased, you can use royalty-free images without restriction in terms of clients, frequency, size or applications. You cannot resell these images of course, nor can you make them part of a collection you sell. Generally, uses that are competitive with the provider are prohibited.

ROYALTY-FREE BY THE ITEM

Many stock agencies offer images on a per-item basis. An item might be a single image, or part of a CD collection of complementary images. Themed, multiple-image CDs typically cost around double the single-image price, even though they contain 25 to 200 high-resolution images! Per-image pricing is often determined by the file size you request, and ranges from \$25 to \$250 at most royalty-free agency websites who sell by the image.

ROYALTY-FREE SUBSCRIPTIONS

Subscription-based pricing is the hot new trend in stock. With this royalty-free pricing

model, you pay a monthly or annual fee that unlocks the entire collection of images. You can download one image or a thousand, with a simple fee structure. It's certainly easier to budget for a predictable expense than the unknown of each project's à la carte cost.

ROYALTY-FREE SHRINK WRAPPED

You may have seen them in the software aisle of computer and business products stores: Clip Art Collection: 125,000 illustrations or 50,000 Photo Images! For one low price, you get a wide array of vector and/or bitmap images. While some of the images may be a bit cheeky or dated, if what you need is simple office or business graphics, you can buy just one or two collections and always find an image you've never used before!

SEARCH ENGINES

Several Web sites exist where you can search multiple stock agency sites at the same time. Known as "spiders," these search engines can save you hours compared to searching each agency individually. You can also search multiple sites by going to the site of the parent company that bought them. Of course, we are referring to www.gettyimages.com.

PRINT TEMPLATES

If you want to move beyond licensing just the image, consider licensing the entire design! Look no further than Google's Directory for providers of just about every print-communications category (business cards, stationery, marketing materials, envelopes, direct mail solutions, Power Point presentations, etc.). Keep your eyes open for free tools, as well. For example, just about every mailing and CD label provider has free templates for use with their media, and the Post Office features templates for all kinds of postcards and envelopes. These templates can save hours or days when compared to starting from scratch!

WEB TEMPLATES

If you design and code every Web page from scratch, you may be able to reduce the design time by half or more by relying on any of the dozens of sites that can provide turn-key or component website solutions. A quick review of Google's Webmaster Resources directory reveals a slew of resource providers, with entire site templates, navigation bars, pull-downs, roll-overs, code generators, e-commerce engines, databases, and more. Work smart, as they say!

CAVEAT EMPTOR! LET THE BUYER BEWARE...

MISLEADING SUBSCRIPTIONS

BEWARE OF INFLATED CLAIMS WHEN BUYING ONLINE IMAGES OR SUBSCRIPTIONS. WE CAME ACROSS ONE SITE WHERE EACH IMAGE COUNTED AS SIX BECAUSE THEY SAVED IT IN TWO FORMATS AND THREE VARIATIONS OF SIZE AND RESOLUTION. STRIP AWAY THE DUPLICATES, AND THE COLLECTION DROPS FROM OVER 42,000 IMAGES TO JUST 7,000. SOLD AS A FIXED-PRICE ANNUAL SUBSCRIPTION, THE OVERALL VALUE OF THIS SERVICE IS INFLATED.

MISLEADING SIZE CLAIMS

THE SAME SITE PULLED THE "HIGH-RES SCAN" FLIM FLAM, PROMOTING ITS "300 DPI PROFESSIONAL" SOLUTION, BUT NOT BOTHERING TO MENTION THAT THE IMAGES ARE ONLY A FEW INCHES SQUARE IN SIZE. COLLECTIONS OF LOW-RESOLUTION IMAGES ARE GREAT FOR WEB WORK; DESCRIBING THESE AS "HIGH RESOLUTION" IS, IN OUR OPINION, DECEPTIVE.

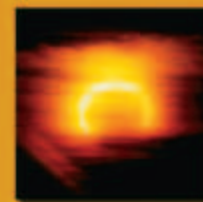
USE RESTRICTIONS

MAKE SURE BOTH DESIGNER AND CLIENT READ AND AGREE TO THE USE RESTRICTIONS WHEN STUDIOS OR AD AGENCIES USE STOCK AS PART OF FEE-BASED WORK. FOR EXAMPLE, THE DESIGNER CAN PROVIDE THE CLIENT WITH THE IMAGE AS PART OF A COMPLETE PROJECT, BUT THE CLIENT IS TYPICALLY BARRED FROM REPURPOSING THE IMAGE OR USING IT FOR ANY OTHER DERIVATIVE WORK.

OPEN-ENDED LIABILITY

FINALLY, READ THE LICENSING AGREEMENT FOR EACH AGENCY BEFORE YOU MAKE A PURCHASE. THE LEADING PROVIDERS ALL HAVE CAREFUL SYSTEMS IN PLACE TO ENSURE THAT THEIR PHOTOGRAPHERS CAREFULLY MANAGE RIGHTS ISSUES SUCH AS MODEL RELEASES. IN CONTRAST, MORE DUBIOUS PROVIDERS MAKE A POINT OF STATING THAT THEY CANNOT ENSURE MODEL RELEASES ARE IN PLACE, AND WARN YOU THAT YOU ARE SOLELY LIABLE FOR ANY RESULTING VIOLATIONS. WE WOULD NEVER LICENSE IMAGES WITH IDENTIFIABLE MODELS EXCEPT FROM THE MOST TRUSTWORTHY, ESTABLISHED PROVIDERS.





our short list of hot stock agencies

ALAMY.com 866.671.7305

Royalty-Free. Per CD: \$170-\$499 [55-100 images, 8"x12" 300 DPI]

Observations. Alamy offers a search engine to browse and purchase images from multiple agencies and individual photographers.

ABLESTOCK.com 800.404.1418

Royalty-Free. Per Image: \$129 [8"x12" 300 DPI]; Subscription: \$1,198/year [36,000 images]

Observations. Excellent selection that can be reviewed in its entirety before purchase. Image size makes this collection a good value.

BANANASTOCK.com 800.652.8181

Royalty-Free. Per Image: \$220 [8"x12" 300 DPI]; Per CD: \$399-\$499 [100 Images]

Observations. Hip, niche collection.

COMSTOCK.com 800.225.2722

Rights-Managed. Negotiated per-image fee based on the scope of intended use.

Royalty-Free. Per Image: \$209 [8"x12" 300 DPI]; Per CD: \$249 TO \$499 [104 Images]

Observations. Comprehensive, top-tier provider with a wide range of content. Multi-CD Bundles provide good values. Click on COLLEGE for tutorials on stock image and licensing topics. Comstock also offers Image research.

CORBIS.com 800.260.0444

Rights-Managed. Negotiated per-image fee based on the scope of intended use.

Royalty-Free. Per CD: \$249-\$399 [50-100 Images, 8"x12" 300 DPI]

Observations. Well-designed site offers editorial and commercial images, a trove of historical gems, and celebrity rights-negotiation services.

GETTYIMAGES.com 800.462.4379

Rights-Managed. Negotiated per-image fee based on the scope of intended use.

Royalty-Free. Per Image: \$150-\$400 [8"x12" 300 DPI]; Per CD: \$400-\$699 [50-150 Images]

Observations. The 800-pound gorilla of stock, Getty has amassed multiple collections via the acquisition or exclusive licensing of 10+ stock agencies [Stone, The Image Bank, Taxi, Hulton Archive, Allsport Concepts, National Geographic, Botanica, Bridgeman Art Library, Illustration Works, FoodPix, Photographer's Choice, Time Life Pictures, Photodisc, Digital Vision, Brand X Pictures, Thinkstock, Rubberball Productions]. Getty, like Corbis and Comstock, offer fair licensing and high levels of service. For example, need a download to meet a deadline but prefer to buy the multiple-image CD? These market leaders will ship the CD and give you on-line access to the images right away.

HEMERA.com 819.772.8200

Rights-Managed. Negotiated per-image fee based on the scope of intended use.

Royalty-Free. Per CD: \$70-\$170 [50,000 Images per CD; approximately 600x800 pixels]; Subscription: Offered in conjunction with sister site ABLESTOCK.com.

Observations. Hemera's Photo Objects CDs each offer 50,000 royalty-free digital images. Images are scanned to 2 1/2"x3" at 300 DPI, or full page at 72 DPI, i.e. small print shots or websites.

IMAGEGRABBER.com 416.969.2791

Observations. Imagegrabber.com is a search engine that spiders about a dozen mainstream agencies, making it easier to quickly search many agencies for the right image. This site only searches; it does not sell the images.

ISTOCKPHOTO.com

Royalty-Free. Single Download: 50¢ [YES, 50¢] **Observations.** This site offers images and illustrations in a variety of formats, uploaded from amateur photographers and artists. Hard to go wrong, but also hard to ensure that the source legally owned the image in the first place.

NEATO.com 800.984.9800

Free Label Templates. Neato provides templates as a service for use with their label media, as do 3M and other label providers. Templates available include mail merge, CD Label design, mailing labels, etc. These can save hours vs. creating files from scratch.

NYIMAGE.com 866.694.2001

Royalty-Free. Per Image: \$379 flat rate, one-time use [8"x12" 300 DPI]

Observations. A comprehensive collection of images that portray urban lifestyles, concepts, work, and leisure. Images are largely from NYC. Read the NYImage license agreement especially as it applies to images with models before purchase.

PICTUREQUEST.com 800.764.7472

Rights-Managed. Negotiated per-image fee based on the scope of intended use.

Royalty-Free. Per Image: \$219 [13"x9" 300 DPI]; Per CD: \$300-\$500 [50-150 Images] **Observations.** PictureQuest offers images from over 40 leading photo agencies and the renowned photographers they represent.

WESTSTOCK.com 800.821.9800

Royalty-Free. Per Image: \$300 [8"x12" 300 DPI]; Per CD: \$399-\$499 [100 Images]

Observations. Weststock is a good niche site for images where you are concerned about the subject matter being dated. One niche: Providing up-to-date images of technologies.

XARA.com

Royalty-Free Graphics & Tools. Subscription: \$3.95-\$48.95 per month, based on the content and software options selected.

Observations. Resource for web design with an interactive editor that creates customized websites, menu bars, banners, graphics, even pre-built, customizable database and SMS text messaging applications. On-line version works in Mac and Windows and is charged monthly. Windows-only CD, available in the software aisle, is around \$70, with no monthly fees.

PS: OTHER OPPORTUNITIES TO SAVE!

There are hundreds of subscription sites, including [ANIMATIONFACTORY.COM](http://animationfactory.com), [FLASHCOMPONENTS.COM](http://flashcomponents.com), [FREE LAYOUTS.COM](http://freelayouts.com), and [GIFART.COM](http://gifart.com). Follow the links below to review a comprehensive listing of template and web graphics sites. [USPS.COM](http://usps.com) features free Quark or Word templates of mail-related layouts, including postcards, Business Reply Mail and related items.

PRICING IS IN USD, IS APPROXIMATE AND REPRESENTS THE LARGEST AVAILABLE HIGH-RESOLUTION SIZE. SMALLER OR LOW-RESOLUTION IMAGES OFTEN AVAILABLE AT LOWER COST.

NEED EVEN MORE SITES?

Try searching The Google Directory for stock images, illustrations and templates. Start at <http://directory.google.com> and follow these links:

STOCK AGENCIES (252 LISTINGS)

Business Arts and Entertainment Photography Stock Companies

ROYALTY-FREE AGENCIES (79 LISTINGS)

Business Arts and Entertainment Photography Stock Royalty Free

ILLUSTRATION AND CLIP ART (36 LISTINGS)

Arts Illustration Stock and Clip Art

CLIP ART (434 LISTINGS)

Computers Graphics Clip Art

WEB TEMPLATES (204 LISTINGS)

Computers Graphics Web Templates

stock colour: start with RGB or CMYK?

STOCK AGENCIES SOMETIMES PROVIDE DIGITAL IMAGES IN RGB FORMAT, CMYK, OR BOTH. YOU WILL SEE BETTER RESULTS WITH RGB IMAGES, RATHER THAN PRE-SEPARATED CMYK. HERE'S WHY.

It is true that eventually your image must be converted to CMYK (CYAN MAGENTA YELLOW BLACK, the four ink colours used in colour printing). CMYK isn't a single universal format; it embodies a number of settings that determine ink values based on the type of press your job will run on and the paper it will print on.

Pick a Proof Colour Space!

There are lots of ways to view an image's colour in Photoshop. Here is a file, with four screenshots of different proof set-ups.



ORIGINAL STOCK

WINDOWS MONITOR

MACINTOSH MONITOR

SHEETFED PREVIEW

WEB PROOF PREVIEW

CMYK is tailored to press and paper specifics because images look better when printed with more ink. When converting to CMYK, we generate the highest level of ink that can be printed on the target press. Not enough ink, and the colour will be dull and washed out. Too much ink plugs up the darker tones and may result in ink transfer between sheets due to inadequate drying time.

The two main considerations in conversion settings are press and paper type. Web presses are much faster than sheetfed presses. The faster the press, the less time the ink has to dry between impressions to avoid a transfer between printed sheets. Web separations are made with lower levels of ink to accommodate the reduced drying time. Paper impacts CMYK requirements as well. Coated stock prevents ink from spreading when it hits the sheet, whereas uncoated stock absorbs the ink into the paper, causing it to spread. To minimize ink spread with uncoated sheets, you must reduce the overall ink coverage.

With four major factors influencing the right levels of CMYK, why settle for a one-size-fits-all CMYK pre-separated image? Images supplied as CMYK use web press standards, resulting in lower-quality colour on sheetfed jobs. Why settle for less when you are paying for quality printing and stock photography?

With RGB images, let us convert the colour to CMYK for you. Our conversion settings are perfectly tuned for our presses, providing you with the best possible colour output. If you prefer to provide us with CMYK, Adobe Photoshop has presets for each of the sheetfed, web, coated and uncoated combinations, available in the COLOUR SETTINGS dialog box. Talk to us before changing these settings. Changes may look good on screen, yet result in an unprintable job.

desktop doc



WILLOW PRINTING GROUP: BEYOND PRINT

From our state-of-the-art facility just north of Toronto, we at Willow Printing Group have been proudly providing communications excellence for half a century.

We have grown from a storefront printshop, to a multi-shift pre-press, press room and finishing operation. From a 1,200 square foot facility employing three, to a modern 22,000 square foot building with over 30 print professionals to service your needs.

Ink on paper has been our livelihood and passion for fifty years, but we've always kept a close eye on our clients' needs and developed our services accordingly. We proudly offer a full range of business solutions to take you Beyond Print.

WHAT CAN WE DO FOR YOU?

Committed to innovation in both client service and technology, we offer a full spectrum of communication solutions. We have the technical expertise, business acumen and creative muscle to deliver results at every step in the process. Leave it to us to manage the following:

Strategic and Creative

- Communications design
- Copywriting
- Strategic consulting

e-Solutions

- Online procurement services
- Website development

Pre-Press and Press

- Complete ROOM digital workflow and traditional pre-press services
- Computer-to-plate technology
- Colour scanning and image/colour correction
- Electronic assembly
- Digital proofing
- Digital print solutions for short-run and variable data requirements

Post-Press

- Finishing (bindery)
- Inventory management programs
- Distribution
- Mailing and Fulfillment

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in this issue:



ad impact



stock surprises



hot stuff!



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