

## Goof-proof duotones

*When a black and white photograph is printed with black plus another color, a duotone is the result. Duotones can be an effective, inexpensive way to increase the quality of your print projects, especially if you're already paying for 2 color printing.*

Done properly, a duotone will display a greater tonal range than an image printed with only black ink. The image will have more “pop” and appear more life-like. Duotones can also be used to set a mood for the photos in your publication. For example, duotones created with red and black will appear “warm”, while blue and black duotones are “cool”.

Since duotones rely on ink printing on top of ink on a printing press to get

the full effect, they usually don't print accurately on desktop color printers. Nor do they preview accurately on color monitors. This makes it difficult to create high-quality duotones. For this reason, many people leave creation of duotones up to their print provider.

However, if you have Adobe Photoshop, the *PANTONE® Colors and Black Studio Edition* ([www.pantone.com](http://www.pantone.com)) helps you create “goof-proof” duotones based on printed reference images. Fol-

lowing the supplied instructions, you browse through a printed guide, and decide which image you want your photographs to look like. Then you load the duotone settings for that image from the supplied CD-ROM into Photoshop. Your duotone should closely match the image in the guide when your project is offset printed.

*Keith Gilbert provides training & support services to help graphic designers and communicators convey print and Web messages effectively. Gilbert Consulting, 651 633-7148 [www.gilbertconsulting.com](http://www.gilbertconsulting.com)*