MaxColor backlit

This technique surpasses the intense color saturation seen in traditional photographic backlits. This application is best used for brightly-lit lightboxes that require more color saturation than a standard day/night print.

Vibrant color, opaque black

The pre-press steps are simple. Slight image modifications are needed when skintones are present. Each final composite image prints in perfect registration.



Car example

The first layer to print against the clear material is the image file. No enhancements have been made to the image.



The second layer to print is an image with a spot white channel. This layer prints both color and white ink simultaneously. The white channel is created by using Photoshop's Color Range tool.

Choose white as the foreground color, then choose Color Range. Move the slider all the way to the right, which will select the highlights. Once the selection is made, click OK and go to the Channels panel side menu.

Choose New Spot Channel and name the channel "White_Ink."

The third layer to print is an image with a 100% spot white channel. This layer prints both color and white ink simultaneously. The printed image will appear pastel, which is correct. This file backs the second image with white for opacity and adds another layer of color, completing the MaxColor print.

Model example

Mask off and eliminate the skintones in the second file, then follow the Color Range steps above. This will prevent the skintones from becoming over-saturated in the final print.



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