## There are three print samples to evaluate and these are a few guidelines — things to check out when examining them.

## Plain paper print

- Is the text sharp around the edges, or does it look fuzzy?  $\diamond$
- Is the text densely black?  $\Diamond$
- How smooth are the colour fills in the four circles in the chart and in the  $\Diamond$ blue heading background? Are there any bands or blotchiness?
- Does the black text in the circles look more fuzzy than the black on white  $\Diamond$ text?
- Can you see all of the thin lines of the up and down strokes (b, d, h, l, j, p, q,  $\Diamond$ y) in the white on black text?
- How natural do the colours look in the photo, particularly the flesh tints of  $\diamond$ the girl's arms and face-she's quite tanned?

# **Colourful Designs Ltd**

This sheet represents a typical page containing text and graphics, as might be created in a small business as an information flyer for customers or in a larger organisation as part of an internal report or marketing document. It contains graphic elements as well as text, but not photographic ones, which are tested separately.

#### Different sizes of text

are used to check the quality of curves and anti-aliasing and to assess the amount of ink spread into the paper. Use of colour in large areas shows up any variation in print, commonly known as handing. The time taken to print the page is also measured, along with the time take for separate test pieces concentrating on black text print and photographic output.



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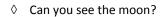


## Portrait print

- O How natural do the colours look in the photo, particularly the flesh tints of the woman's arms and face-she's not very tanned?
- **O** How detailed is her hair, particularly around her hair grip, where there's shadow?
- If you look closely, how 'dotty' is the background over either shoulder?  $\Diamond$
- Is the black of her leggings truly black? How about the stripes in her top?  $\Diamond$

## Landscape print

- ♦ How smoothly does the colour of the sky vary?
- Can you see detail of the escarpments in shadow?  $\Diamond$
- How sharp is the outline of the mountain against the  $\diamond$ sky?
- How good is the colour and detail of the trees—it's  $\Diamond$ arid.





Please score each print out of 10 in the table below. Each print is randomly numbered and the number is in the top corner. Just put a number from 1 to 10 in the corresponding numbered box, here (ignore the greyed out boxes). So there's some uniformity between ratings, can you bear in mind the following guide-lines for each score, please:

1. Awful. You wouldn't show a print of this quality to anyone. The only reasonable place for it is the bin.

- 2. Very poor. Not a print you'd want to keep.
- 3. Poor. It might be OK to remind you of an event, but only if you didn't have a better copy.
- 4. Below average. Shows several problems which reduce the overall value of the print.
- 5. Fair. Just about alright, but not a print you would be at all proud of.
- 6. Quite good. A print with one or two problems, but suitable for most day-to-day uses.
- 7. Good. A print that might have some slight imperfections, but overall does the job well.
- 8. Better than good. You'd be happy to show this to your friends, even quite critical ones.

9. Very good. Easily good enough to enter into a competition or to give to important customers or clients.

10.Superb. It's hard to imagine a better rendition of a photo or a cleaner, more eye-catching paper print.

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48