

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

Plain paper print

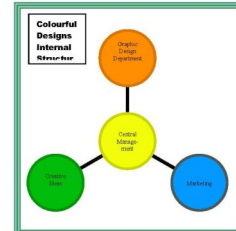
- ◇ Is the text sharp around the edges, or does it look fuzzy?
- ◇ Is the text densely black?
- ◇ How smooth are the colour fills in the four circles in the chart and in the blue heading background? Are there any bands or blotchiness?
- ◇ Does the black text in the circles look more fuzzy than the black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



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 banding. 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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**Colourful Designs Ltd, Wilford High Road, Wilford,
Herefordshire HE3 15TF**



Portrait print

- ◇ 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?
- ◇ 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?
- ◇ Is the black of her leggings truly black? How about the stripes in her top?

Landscape print

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



