

Don't forget the *Visual* aspect!

A case study of what can go wrong

Contents

A personal journey through Image Evaluation

- 1980s – The lessons from Mono Photo
- 2000s – what we forgot in Inkjet
- What we learnt on the way

A case study of Visual Evaluation

Don't forget to look!

Alan Hodgson Consulting

The way we were – mono photo

Objective measurements



Subjective evaluation

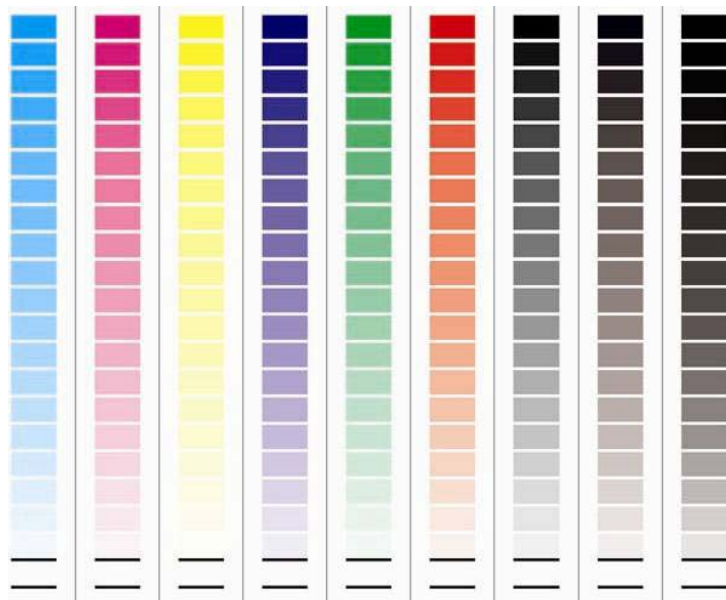


Old Welsh Cottage ©Peter G Crosby

alan.hodgson@ntlworld.com

What we became – inkjet

Objective measurements >> Subjective evaluation



A problem of scale

- For a single media there are too many
 - Printers
 - Ink sets
 - Applications (photo, graphics, display)
- Multinational project teams

Objective measures were very tempting.

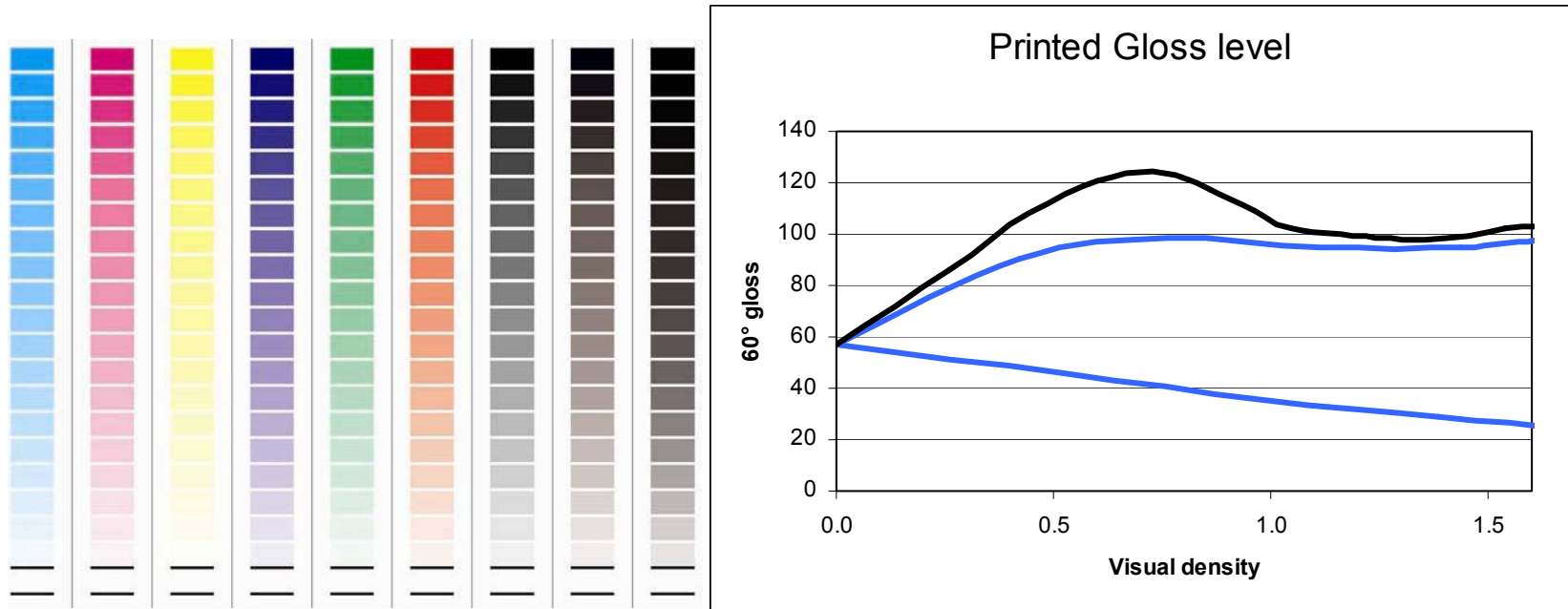
The problem with Photo



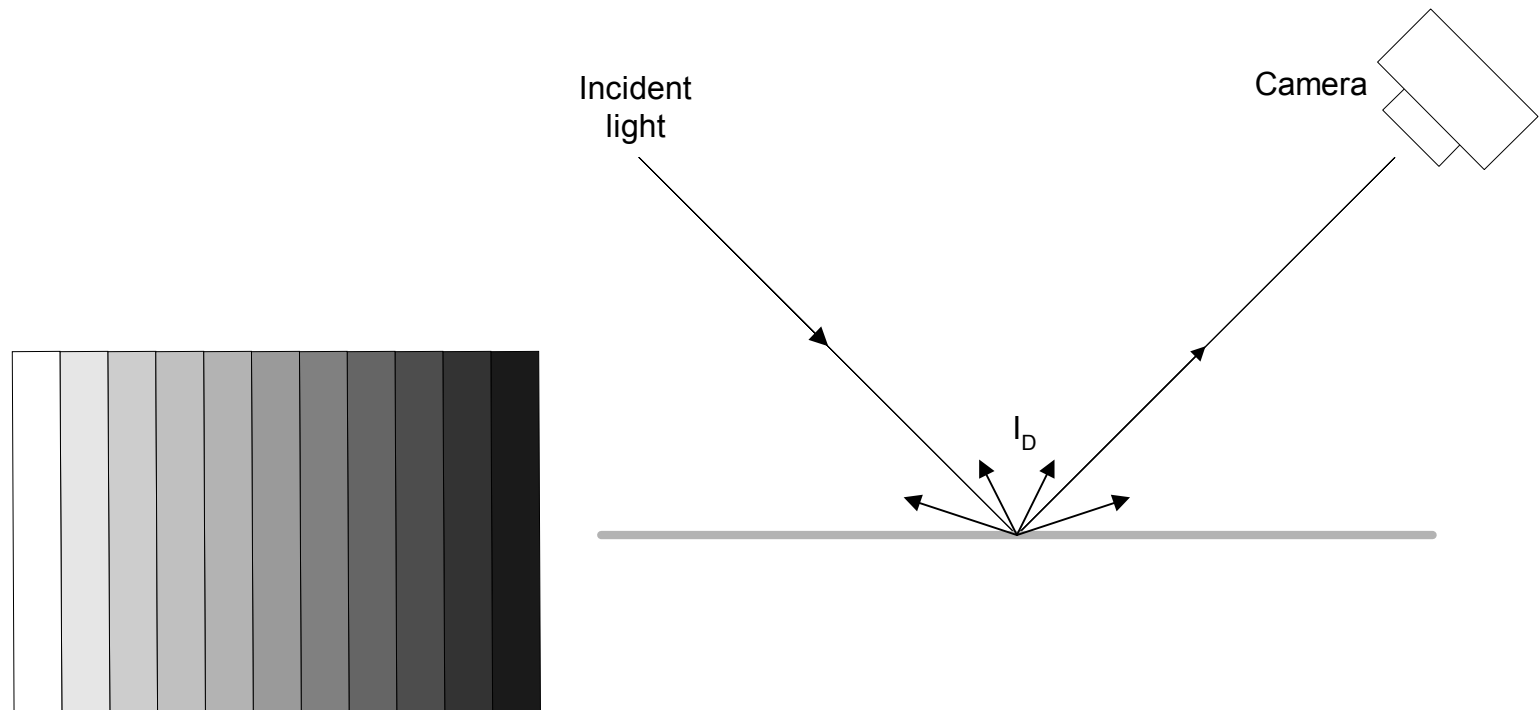
Old Welsh Cottage ©Peter G Crosby

Users hold them and look at them

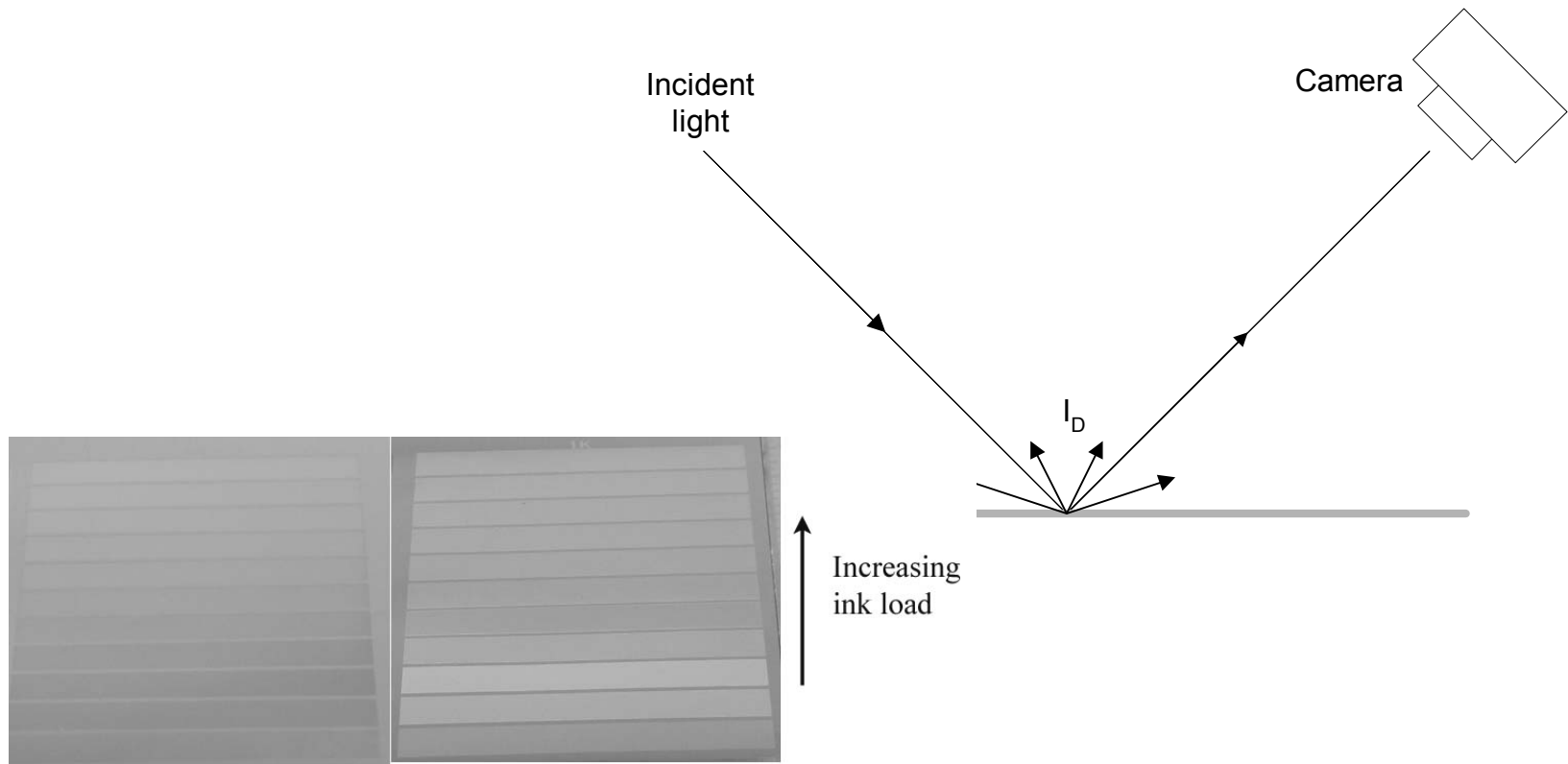
The issue of Gloss



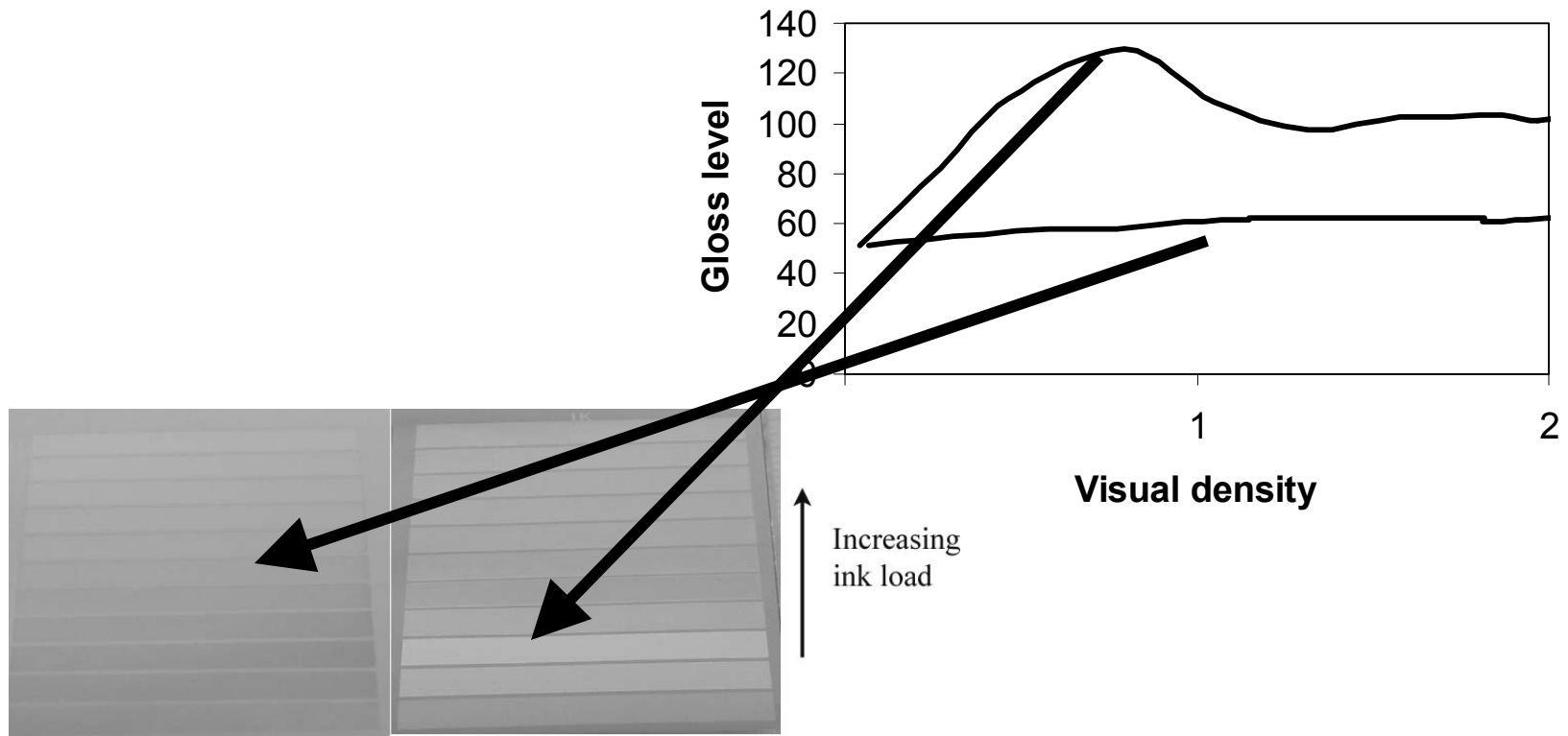
Visualising differential gloss



Visualising differential gloss



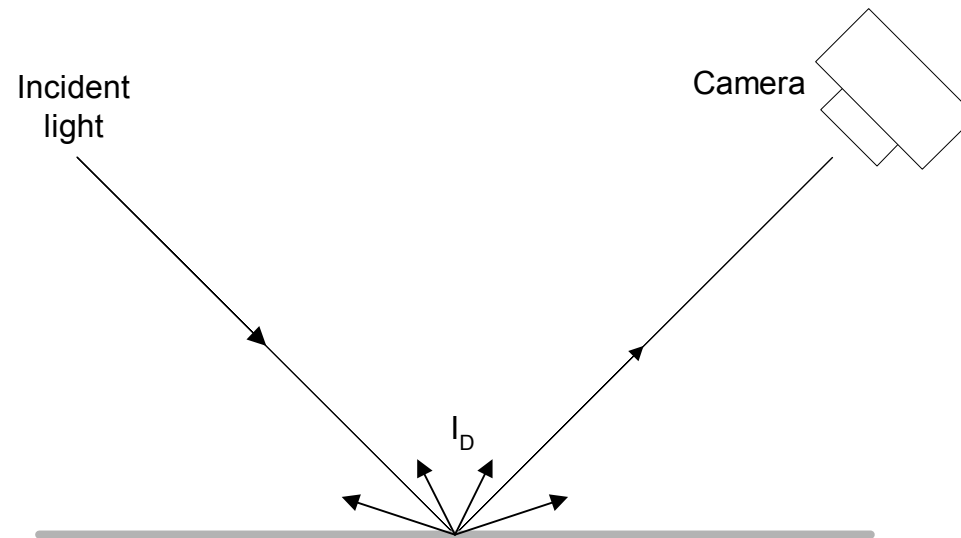
Visualising differential gloss



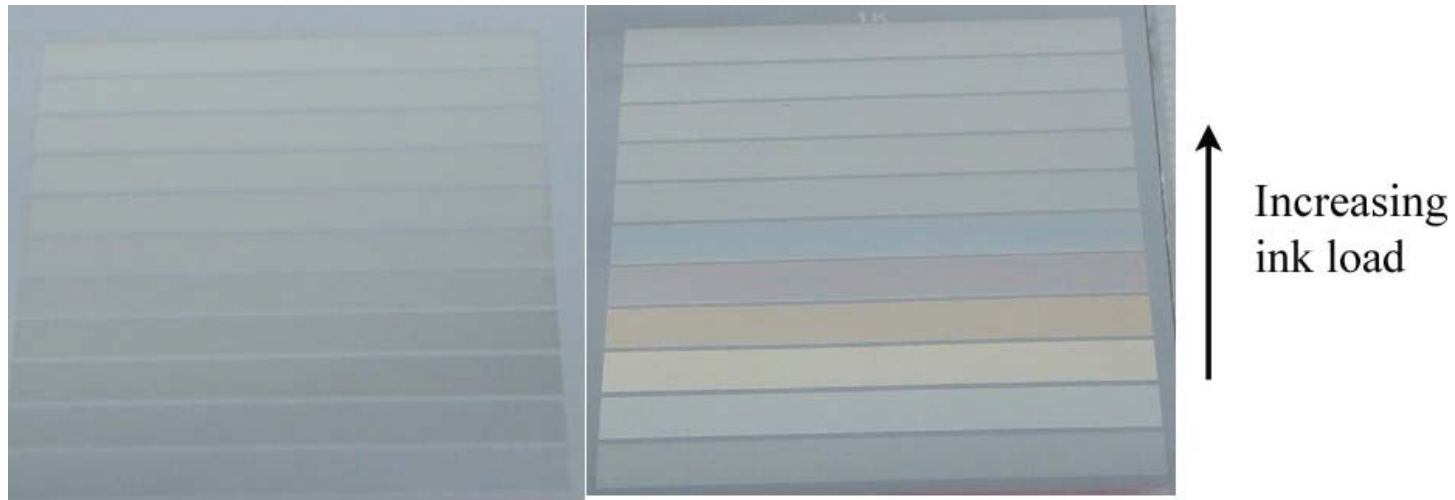
The problem of visual perception

- Sensitive to hue shift around neutral
 - “Bronzing”, “opalescence”, “sheen”
 - Metamerism
- The actual issue was Gloss Colour

Visualising gloss colour



Visualising gloss colour



The learning points

- Objective measures are only that
- They are not a substitute for subjective
- If the end use is visual

Don't forget the Visual Aspects

Don't forget to look!

Further reading

- Hodgson A, “The Use of Gloss Effects from Inkjet Printing for Brand Identification, Personalisation and Security”, Proc. IS&T’s Digital Production Printing conference, pp108 – 109, Amsterdam May 2005.
- Hodgson A, “Use, Characterization, and Measurement of the Gloss Effects from Pigmented Ink Jet Inks for Security Printing”, Journal of Imaging Science and Technology 50(6): 537–543, (2006).