



ENABLING PUBLISHERS WORLDWIDE . . .

CASE STUDY

**Featuring the Works of a World
Renowned Photographer**

IT TAKES JUST
A FEW MOMENTS
TO KNOW US . . .

AND A LIFETIME
TO APPRECIATE
WHAT WE CAN
DO FOR YOU.



About the Client

Our client publishes high-quality illustrated non-fiction books and creates titles on a wide variety of subjects including art, architecture, history, heritage, mythology, dreams, symbols, nature and the environment for publishers worldwide. The books produced by our client are most sought after for their attractive design, photography, fine writing, editorial excellence and impeccable production.

Client Requirements

The client was looking for a suitable partner who could offer prepress services to produce a coffee table book featuring the work of a world renowned photographer. The client wanted to use the “Duo-tone” printing process to reproduce the rich tonality and dynamic range of the photographic plates. The client supplied the bromide plates and two other printed books for reference from the same publisher. The editorial content, text and size of the 128 page-book was predetermined by the client. Tegra was expected to create a visually appealing coffee table book while maintaining the rich tonality of the photographs.

Tegra Services

Tegra was nominated to execute this project. To accomplish the said objectives, Tegra engaged a dedicated team of professionals with substantial expertise in pre-press domain. Initially Tegra played the role of a consultant wherein it was suggested that the book be printed using “Tri-tone” printing process. This printing process helps in reproducing the rich tonality and dynamic range of the photographic plates. To ensure that the tonality and dynamic range of the images are retained, high resolution scanning (16-bit) was done on a high-end flat-bed scanner. Each image was custom separated into Tri-tone based on the tonality of that particular image. Retouching was done to all the images to remove dust and scratches present in the original bromides. Complete layout grid, design and prepress was done by Tegra. QuarkXPress was used for layout. The final hardbound cover jacket was also designed at Tegra. Tri-tone proofs were taken in-house to verify the integrity of separations and image quality using a GMG Rip and Epson Stylus Pro 7880 printer. The final print ready PDF's with specific color definitions and other special instructions for printing were supplied to the printer based in Hong Kong.

Key Highlights

- The work performed by Tegra has exceeded the expectations of the client at Scotland
- All the data residing on the secured FTP server ensured easy access of the files both to the client and the printer
- Tegra's suggestion of converting the photographs from Duo-tone printing to Tri-tone printing was an add-on that opened new avenues for better reproduction of the photographic images
- Tegra's knowledgeable professionals and technological expertise acted as key drivers in Tri-tone conversion process and delivery of a world class product
- Tegra's meticulous project planning and execution ensured on-time and zero defect delivery whilst ensuring that the project objectives were met
- The client was able to lay better focus on more business critical tasks on account of outsourcing the creative prepress tasks to Tegra
- The project status and progress were communicated to the client on a periodical basis which ensured transparency in the whole transaction
- Scope Creep was handled efficiently by Tegra without affecting the committed date of delivery
- The original photographic plates were couriered back safely to the client's archive

SERVICES OFFERED**Creative Services**

- Vector and Raster Illustrations
- Fine art in any Media
- 3D CGI & Compositing Stills
- Still life & Product Photography
- Design & Layout

Editorial Services

- Plain OCR Digitisation
- Subject Research
- Proof Reading and Updation
- Creative and Technical Writing
- PDF Generation and Archiving

Turnkey Services

- Greenfield Assignments
- Basic Digitisation
- Updating and Digitisation

Cross Media

- Website Design and Development
- Multimedia Presentations
- Flash Presentations
- Database Publishing
- Content Repurposing

Digital Imaging

- High-end Drum and Flat-bed Scanning
- Image Cut-outs & Masking
- Colour Correction
- Retouching
- Creative Collage Work
- Batch Raw Image Processing
- Batch Format Conversions
- All other prepress work

*"I'm very pleased with Tegra's work on the
Boy & The Princess."*

- RON GROSSET
GEDDES & GROSSET

"The samples shown were most impressive."

-ALASTAIR HOLMES
INTERNATIONAL MANAGING EDITOR
READER'S DIGEST

*"...We will be framing some of them (illustrations)
for our offices as they are truly wonderful. And again,
let me congratulate Tegra on a job extremely well done.
We couldn't be happier with the work..."*

- PAMELA CHICHINSKAS
READER'S DIGEST



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