

## Printing your Photos onto Canvas.

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Anyone can buy a printer to print photos onto canvas, but not everyone has the expertise or knowledge to do it properly.

Finding a contractor who knows how to configure and profile the digital files to give optimum performance and quality is imperative for a good printing outcome. What exactly does this mean?

When you take your image (photo) to have it printed onto canvas, you take a memory stick, CD or a negative to the contractor for reproduction. A knowledgeable contractor will have their computer calibrated with their printer so that the image on the computer screen is exactly the image that will be printed. If the image needs to be lightened, darkened or altered in some way for optimal results, you need to ascertain that the contractor is capable of doing that. Test strips can be printed to ascertain that the colours in the photo are what you would expect to be printed onto the canvas.

A poor image on the canvas results when the contractor is ignorant of the process of manipulating all the variables involved. Colour, Ink and medium (canvas) need to be matched.

There are certain things to look out for, and questions that should be asked of the contractor before you entrust your precious photo(s) or artwork to the printer for transfer onto canvas, and to avoid a result that you are not happy with. Colours should be life-like and 'real'.

**Media:** Premium quality canvas only should be used for an optimum result. Cheap canvas will yield poor results. You get what you pay for!

**Canvas Coating:** The coating on the canvas to which the inks adhere has to be compatible with the inks used.

**Inks:** UV Pigment Inks should be used. Regular ink jet printer inks sit on the surface of the canvas and will almost certainly fade within 6-12 months.

**Drying:** Once printed, the canvas should be dried for at least 24 hrs.

**Sealing:** Sealing the work with a quality laminate or lacquer is also very important. However, the lacquer has to be compatible with the inks used

Ink sits on the surface of the canvas and if not sealed will scratch and crack easily. It is vulnerable to handling. Lacquer also embeds the ink into the canvas and makes the surface more flexible and waterproof. You can then wipe the canvas with a damp cloth to remove any spots.

Technology being what it is today, modern canvas and ink generally comes with an 80-100 year guarantee (under ideal conditions).

**Stretchers:** A stretcher is the wooden frame which the canvas is stretched over to create the 'picture'. It is NOT a frame. It should be appropriate to the size of the canvas. i.e. An A4 canvas should only need a 20mm stretcher, whereas an A2 should be stretched with a 40mm stretcher.

The canvas should be trimmed neatly at the back and even taped to stop fraying, when complete. Hangers should also be installed as part of the completed artwork.

**In conclusion;** Premium quality canvas + UV Pigment Inks + contractor knowledge and ability = Excellent reproduction of your photo/artwork onto canvas.