### Digital Print Stock Design: A Framework For The Post-Film Era

Cullen Kelly, Senior Colorist/Image Scientist



#### The Lost Art of the Print Stock



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- For most of cinema history, the defining factor in the postproduction "look" of captured imagery was the print stock.
- With the transition from film to digital workflows, we've forgotten the power of aemelineered global creative transform.







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#### The Path Forward

How can we reimagine the print stock for application in contemporary image mastering?



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How can we reimagine the print stock for application in contemporary image mastering?

• A standardized framework for the design of digital print stocks composed of manipulations whose parameters can be intuitively modified by artists.









This framework should be:

Opersource



- Opersource
- Modular



- Opersource
- Modular
- Lightweight

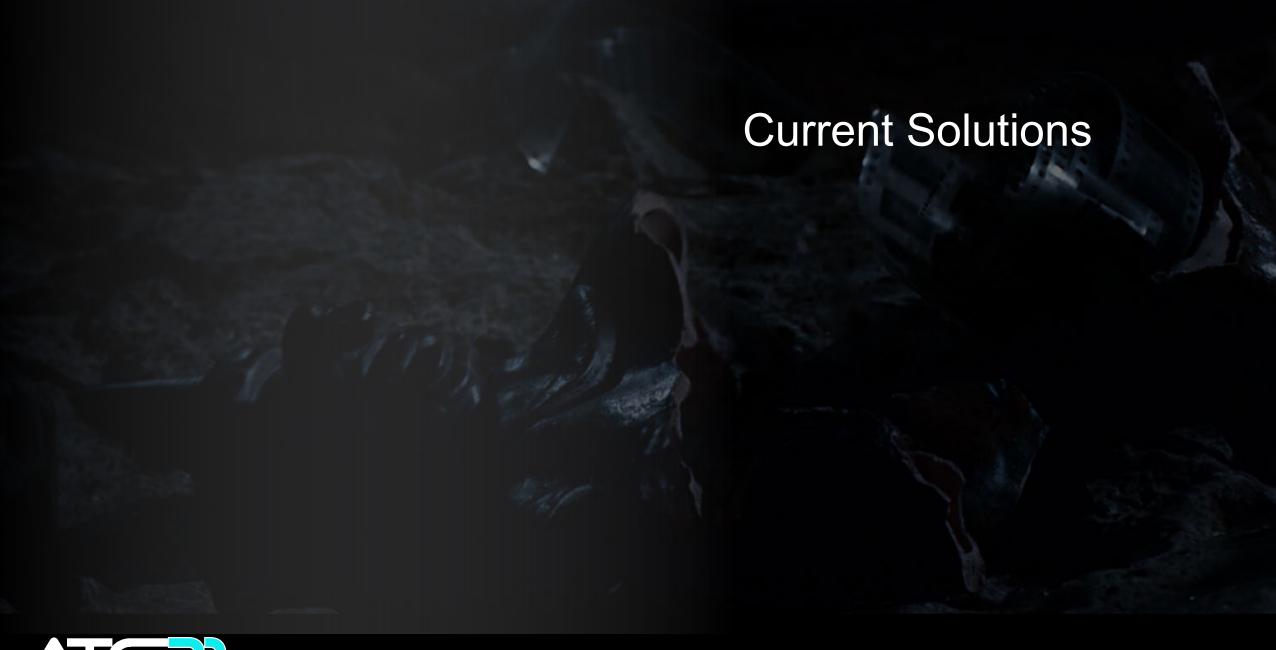


- Opersource
- Modular
- Lightweight
- Platformagnostic

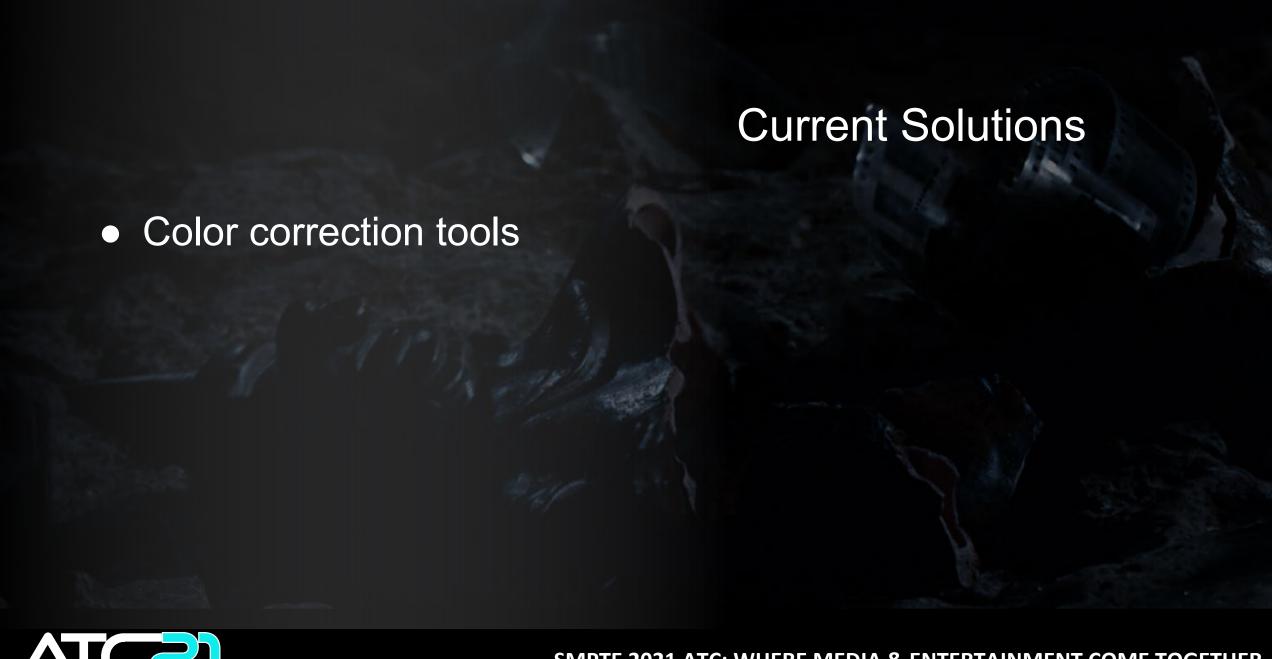


- Opersource
- Modular
- Lightweight
- Platfornagnostic
- Devicendependent











# **Current Solutions** Color correction tools Lookup tables

- Color correction tools
- Lookup tables
- Color Decision Lists



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- Color Decision Lists
- Look Modification Transforms



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- CTL/DCTL





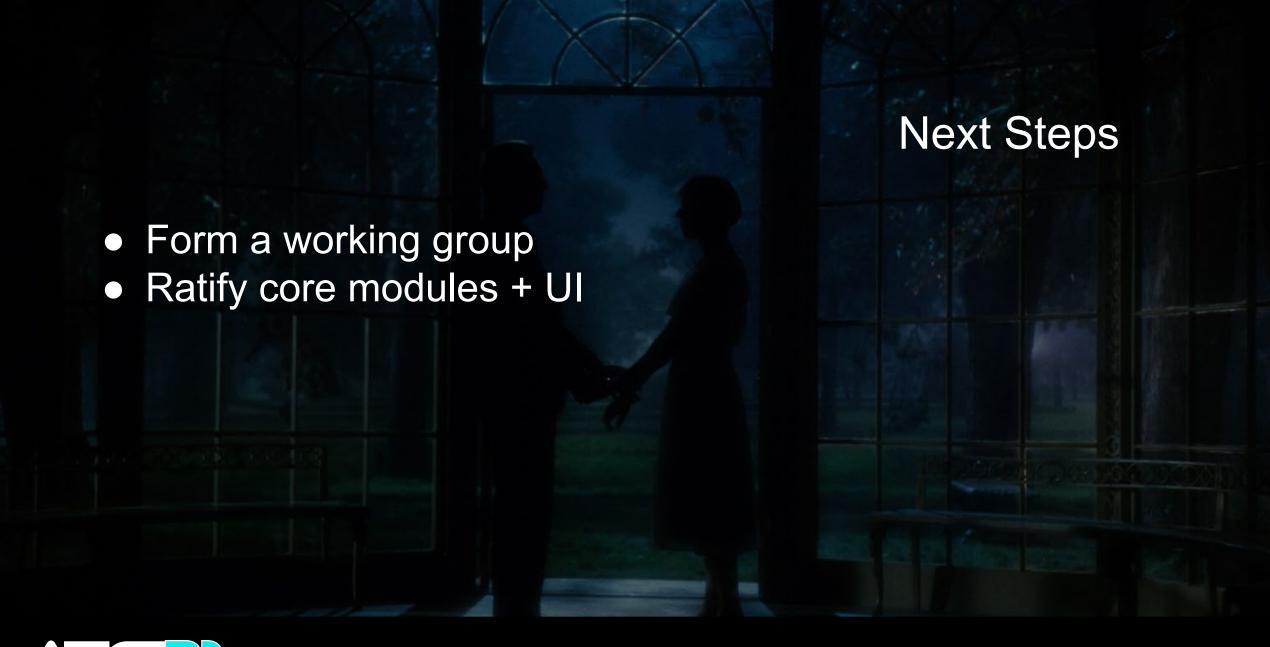


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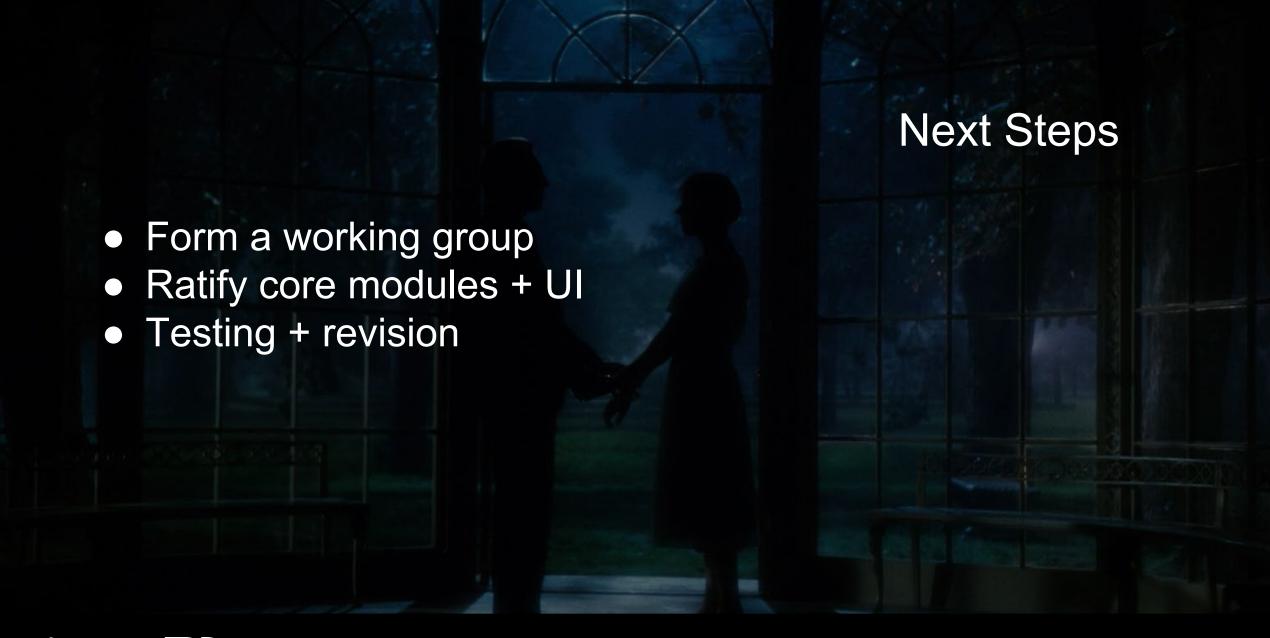




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## **Next Steps** Form a working group Ratify core modules + UI Testing + revision Dialogue with software manufacturers



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#### Next Steps

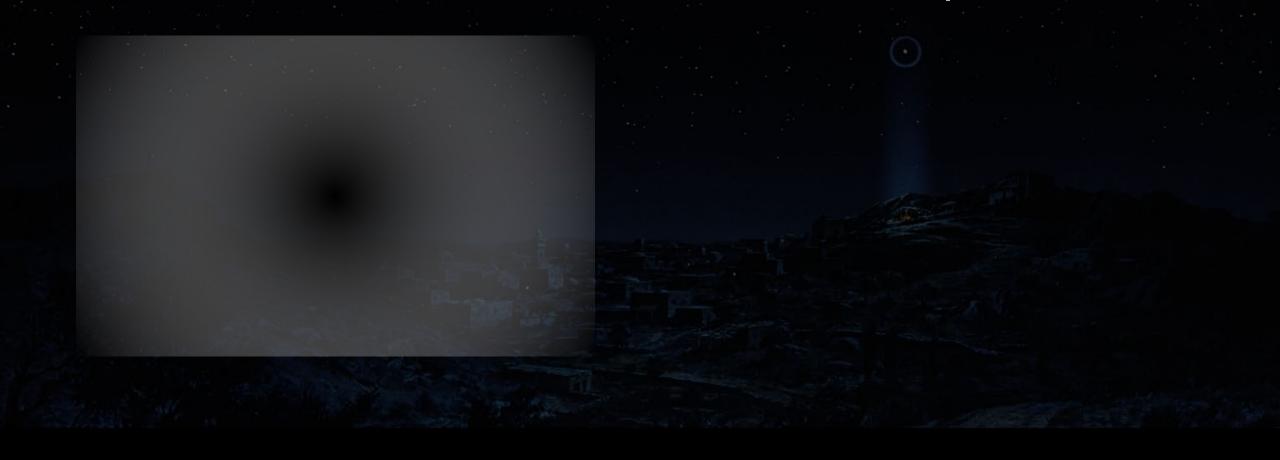
- Form a working group
- Ratify core modules + UI
- Testing + revision
- Dialogue with software manufacturers
- Crossplatform implementation
- Testing and revision



## Motion Picture Print Stock Design: A Framework For The Post-Film Era

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Creative Contrast Curve



- Creative Contrast Curve
- RGB Tetrahedral Transform



- Creative Contrast Curve
- RGB Tetrahedral Transform
- Saturation Curve

