

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

Cullen Kelly, Senior Colorist/Image Scientist

# The Lost Art of the Print Stock



SMPTE 2021 ATC: WHERE MEDIA & ENTERTAINMENT COME TOGETHER

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- With the transition from film to digital workflows, we’ve forgotten the power of a well-engineered global creative transform.

# The Path Forward



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

# Key Goals



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- CTL/DCTL



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

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# Core Components





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