



INTERNATIONAL
COLOR
CONSORTIUM

Toronto's Graphic Arts Day

Ryerson University, Canada

October 13th, 2017





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Thank you to our Generous Sponsors



Faculty of
Communication
& Design

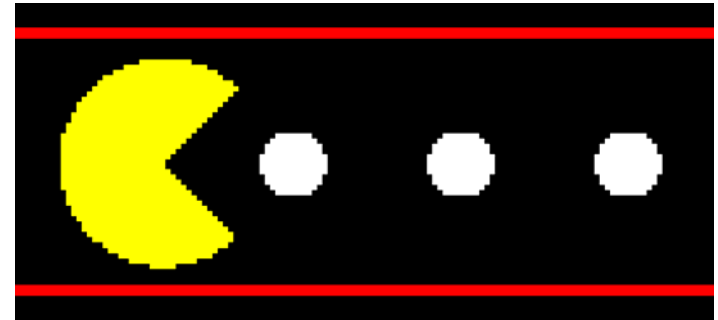


GRAPHIC
COMMUNICATIONS
MANAGEMENT





Good Housekeeping





Program

Ryerson GCM Host Remarks	<i>Charles Falzon, Dean of FCAD</i>
ICC Introduction	<i>William Li, ICC</i>
Calibration and How it Affects Colour Management	<i>Steve Upton, Chromix</i>
Colour in Digital Photography	<i>Rich Adams, Ryerson</i>
Coffee	
Observer Metamerism	<i>Chris Bai, BenQ</i>
M1, M2, M3 Measurement Modes & ISO 13655	<i>Ray Cheydleur, X-Rite</i>
Extended Process in Printing & Proofing	<i>William Li, Kodak</i>



Program

Communication of Gloss & Metallic Effects in Packaging	<i>Martin Habekost, Ryerson</i>
Lunch	
Consistent Colour Appearance	<i>Craig Revie, FFEI UK</i>
What Problems can be Solved with iccMAX?	<i>Max Derhak, Onyx Graphics</i>
Colour at W3C - 20 years of pain	<i>Chris Lilley, W3C</i>



Program: Print Media Research Centre

PMRC Introduction	<i>Jason Lisi</i>
Accuracy of Colour Mapping Across Different Printing Processes Using Extended Gamut Printing	<i>Paula Roque, Susan Nguyen, Jasmine Ragual, and Karan Patel</i>
Tablet Colour Management	<i>Reem El Asaleh and Daniel Langsford, Ryerson</i>
Investigating Opportunities for 3D Digital Package Prototypes in the Proofing Workflow	<i>Amanda Whyte, Natalia Lumby, and Reem El Asaleh</i>
Colour Reproduction of Soy-Based CMYK vs. Standard Petroleum-Based CMYK	<i>Man Ku, Sylvia Ma, Vivian To, and Christopher Cho</i>
Using the MegaVision EV Mutispectral Camera	<i>Rich Adams (Ryerson) & Henry Wilhelm, Wilhelm Imaging Research</i>
Evening Reception	



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Something About ICC

William Li
ICC Co-Chair



Importance of Color





Importance of Color





Color Facts

People make a subconscious judgment about an environment or product within **90 seconds** of initial viewing. Between 62% and **90%** of that assessment is based on **color** alone.

Color:

- Improves **brand recognition** by up to **80%**
- Increases **comprehension** by up to **70%**
- Makes ads **read** up to **42%** more often
- Makes an impression that's **40%** more **memorable**

Sources: Xerox Corporation and International Communications Research from February 19, 2003 to March 7, 2003



Production-Design: Earth and Sky

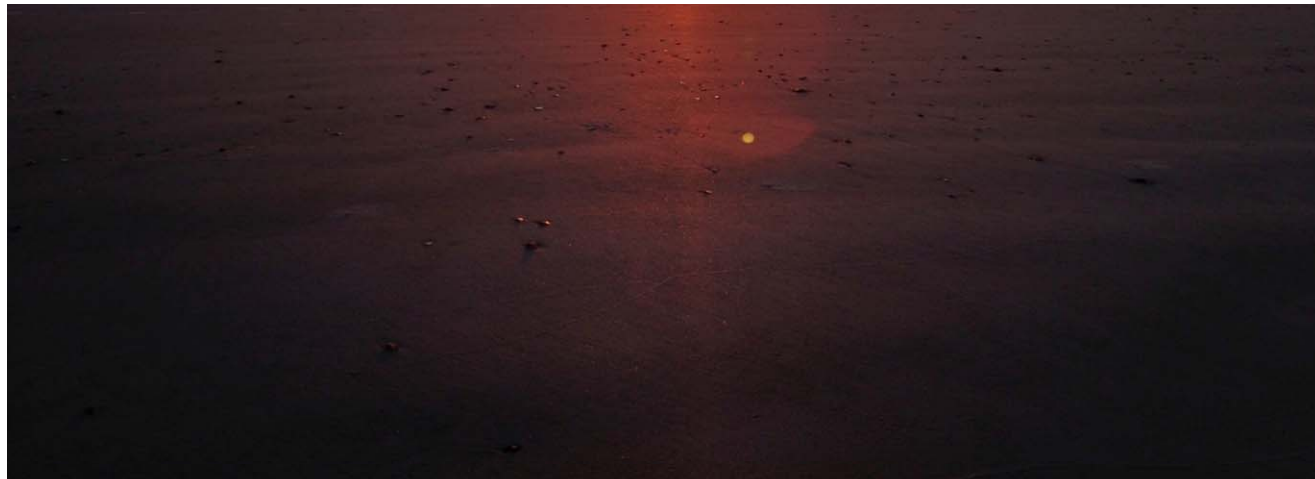




Production-Design: Earth and Sky



Gap: Conception vs. Production





Earth and Sky

- **Sky:**
 - Imagination: What Could Be
- **Earth:**
 - Limitations: What Can Be





International Color Consortium

Our Goal:

Create, promote and encourage evolution of an open, vendor-neutral, cross-platform colour management system architecture and components



Founding Members

Adobe Systems Incorporated

Agfa-Gevaert N.V.

Apple Computer, Inc.

Eastman Kodak Company

FOGRA-Institute (Honorary)

Microsoft Corporation

Silicon Graphics Inc.

Sun Microsystems, Inc.

Taligent, Inc.



Today's ICC: Some Gratuitous Numbers

- **63 international members.**
- **12 Steering Committee meetings per year.**
- **4 ICC events in 4 countries (2016 – India, Taiwan, Indonesia, USA).**
- **3 full meetings per year on 3 different continents.**
- **1 organization supporting industrial color interchange standards.**



Join ICC

- **Active work areas:**
 - Packaging & Graphic Arts
 - Display
 - Medical
- **Network:**
 - Active companies
 - Color scientists
- **Look ahead:**
 - Confluence of standards organizations



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A wide-angle photograph of a sunset over a beach. The sun is a bright, glowing orb just above the horizon, casting a long, shimmering reflection on the water. The sky is filled with soft, wispy clouds, and the colors transition from a deep blue at the top to a vibrant orange and yellow near the horizon. The beach in the foreground is dark and sandy, with a few small rocks scattered across it. A single seagull is visible on the beach to the left of the center.

Open Standards, Open Horizons