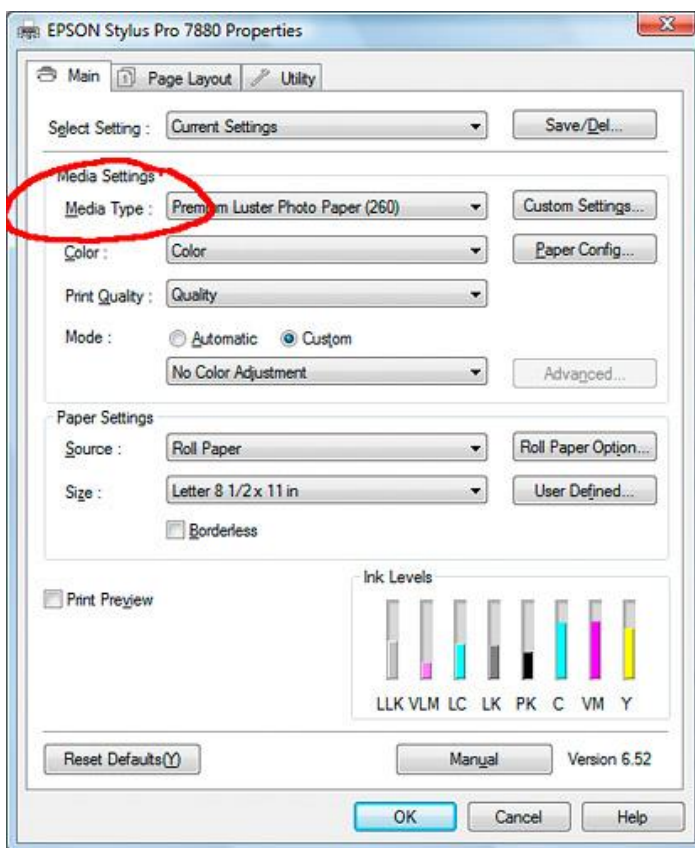


Digital Printing Insights #7: Media Type Settings

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Exactly what does the *Media Type* (or *Paper Type*) setting control? Most importantly and critically, it determines the amount of ink coverage (or ink *density*) that the paper can receive in addition to paper thickness; platen gap; drying time between printer head passes; and additional variables. *Media Type* selection should not be taken lightly – *the quality of your prints depends upon it.*



Choosing the correct media is easy when you use a paper that is made by printer manufacturer; you will most likely find it listed in the driver *Media Type* drop-down menu. If your media is not listed but is made by the printer manufacturer, the specification sheet supplied with the paper will likely indicate the correct media type to use. If not, contact the manufacturer for help.

What if you are using a paper or other substrate made by a third-party (not the same manufacturer as your printer)? The *Media Type* menu will obviously NOT include a selection for your media.

How do you know which media type to choose? Check first with the media manufacturer's website. Most provide not only free "canned" printer profiles but also other technical specifics, including what media selection should be used in conjunction with their media.

What if they do not suggest a media type or provide free usable profiles for your printer? Time to start printing and testing! Select the most appropriate match to your media type (for instance, select *Matte Paper* if you're printing to a matte paper), and make test prints with *each* of the specific media choices available under *Matte Paper*. Allow sufficient time for drying (I suggest at least a couple of hours), and visually analyze the subsequent prints. You should be looking for the greatest amount of ink coverage you



can obtain without any *bleeding*; that is, edges should remain crisp and colors should not run or bleed into other colors or into the white border of the paper. The prints should appear smooth and no ink dots should be visible to the naked eye. Once you determine which media type and settings gets you where you need to be, take notes and ensure that you use identical settings each time you print.

Having problems with shadow details or color casts? [Custom printer profiles](#) provide many benefits, including exceptionally accurate color reproduction, smoother tonal transitions, neutral grays, and improved shadow and highlight details. Stop wasting time and money! Our custom profiles are optimized to your printer, ink, and paper combination and we can profile nearly any printer and substrate: Office printers; inkjet printers, traditional silver halide; canvas; metallic paper; textiles; dye sublimation, office/bond paper; and many others. [Order yours now!](#)