exercise::07
CMYK Color Matching

Assignment ::
Use the provided color swatches and Illustrator template to calculate the exact CMYK values for each of the colors presented. This is an *iterative* process—you will need to make multiple test prints until you get one that is correct. In the end, the colors should match perfectly.

Process ::

1. Locate a folder called *Exercise 07 - Color Matching* in the instructor's Handouts folder on XServe (XServe > Class Folders > FALL 20 > VC 246 > Handouts). Copy the folder to your Desktop, and rename the folder on your computer using your name in the following format: `lastname_lastname_color_matching_07`.

2. Use the provided neutral color blocking sheet to better observe the colors one at a time. Since nearby colors interfere with our perception of adjacent colors, it is best to hide them from view. Remove the center box using a sharp blade.

3. Take an initial guess at the CMYK values for each color, comparing your print with the image on screen. After setting your color swatch, enter the CMYK value in the text fields next to each swatch. Be sure to do this before printing. Note that only **three of the values** have any Black in their CMYK mix.

4. When the colors closely match, print your file on the VC Color Printer (and *only* that printer). Place the original color swatch centered on the print and closely examine the colors. Use the color proofing table in the closet to view your prints, comparing it to the original.

   Make changes to the CMYK values in Illustrator, moving the color in the direction you believe it needs to go. The colors on screen may start to not match the print; this is just fine—all that matters are the CMYK values and how they print.

5. Update the CMYK values in the text fields, and print your document again. Be sure to retain each iterative print.

6. Repeat this process until ALL of the colors match exactly.

7. When all of the swatches match, save your file and drop your folder in the Drop Box. Also, staple together all of your color prints (in order of printing with the final version on top) to hand in.

Requirements ::
Hand in all of the color prints made for this exercise. In addition, place the lab folder in the instructor's Drop Box on the XServe (XServe > Class Folders > FALL 20 > VC 246 > Drop Box).

This lab is due by the end of class today.