

Color, Black & White, Duotones and Tritones

Color images can be altered for aesthetic reasons or to reduce the expense of printing. In B&W printing, either offset lithography or inkjet (print-on-demand) the cost is greatly reduced compared to color; although in high end, fine art, B&W lithographic printing, it not unusual to have more separations, plates, and press passes--therefore expense--to capture the nuances of paper and toning effects, than comparable color printing. While a lithographic duotones or tritones would cost more than one-color B&W, it costs less than four-color (i.e. full color), in print-on-demand laserjet printing the work is either B&W, or color: a duotone would cost what a color print would cost.



A) Original full color. B) Grayscale using desaturation. C) B&W (gray-scale) using various adjustments to enhance the conversion. D) Duotone: 2 colors. E) Tritone: 3 colors. For POD printers, b and c would costs the same, and a, d, and e would cost the same.