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What Is Giclee Art Reproduction? Process Explained

Giclee is an advanced technique for creating high-quality reproductions of fine-art and photography. The reproduction process is efficient and requires skill and experience to perform. This process produces artwork that is not only beautiful but durable. Artists and industry professionals are using this technique with more frequency. World renowned museums utilize Giclee art reproduction to display pieces that are otherwise too fragile or sensitive for public viewing.



Image:

Courtesy of Wikipedia

Giclee Defined

In French, Giclee means to spray or squirt. Creating a reproduction is completed in a series of steps, and prints last up to 25 years. Screens are not used during color application, and dot screen patterns are not visible. Giclee machines spray paint in a manner similar to normal inkjet printers but use different inks. Quality is perhaps one of the greatest benefits of utilizing Giclee art reproduction. The process begins by creating a digital copy of the artwork or photography and ends with applying a finish for UV protection.

Creating a Digital Copy

Artists bring their original works or photographs to a Giclee technician for scanning. A digital file is created from the scan and transmitted to a separate application that formats the file for printing. This is a highly standardized and efficient feature of the reproduction process. It is effective at removing defects and waste from processing, which leads to higher quality pieces of artwork. Ultimately, a Giclee printer with multiple color capabilities receives the image. Larger, more complex machines are available for intricate jobs requiring a wide array of colors.

Proofing

The very first print created by this process is known as a proof. The artist and technician examine the proof to determine its quality and whether there is room for improvement. Various adjustments can be made to coloring, which gives artists and

technicians the optimal amount of flexibility. This part of the production process can become tedious, but careful review and delineation leads to selecting the best print possible. Multiple proofs can be produced until adjustments have been fine-tuned, and a production run is ready to begin.

Production Run

After adjustments are incorporated into the computer system, large scale printing is ready to begin. The Giclee printing machine produces consistent, high-quality prints at a rapid pace. Production volumes vary depending on the requirements of the artist. Automation of Giclee printing is ideal for creating products for retail sales or business ventures. In addition to increased sales, it is also an added benefit to have a skilled technician available to facilitate the process and answer questions.

Print Materials

Giclee art reproductions are printed on wide variety of materials including photo paper, canvas, vinyl and watercolor paper. Each material has its own benefits, and it depends on the artist and the desired outcome as to which is used. Sourcing the right materials is a process printing services can assist with. Working with reputable distributors is important to ensure the quality of the materials used during printing. Experienced Giclee technicians can also make recommendations as to which materials to use for the best results.



Image: Courtesy of Wikipedia

Applying a Finish

Applying a finish is important for the durability and longevity of a Giclee print. Finishes also add to the aesthetic and texture of artwork. Finishes protect against UV damage and other pollutants in the environment that can impact print quality. Various substances are available that artists can select from to generate the optimal look and feel for their work. Finishes allow artists to improve their works in ways that are unique to the Giclee art reproduction process.

Printing Services

Many companies offer Giclee print services. When selecting a company, be sure to evaluate more than just pricing. Establishing a relationship with a printer can lead to a business partnership that propels both entities. For those artists looking to take their

work to the next entrepreneurial level, it is imperative to establish a supply chain that is not only flexible but reliable. Giclee printing machines also come with a significant cost outlay. Working with specialists with the experience to operate printing machines can save time, headaches and money in the long run.

Museum Grade Printing

Museum grade quality is possible with Giclee printing. The technology has advanced to the point that tremendous works of art can be stored via digital media and reproduced with precision. The reproduction process opens up new avenues for artists to express their creativity, while at the same time allows for large scale production and sales. The type and quality of inks is important for overall print quality. Working with technicians to select the right colors is critical for the success of the reproduction process.



Image: Courtesy of Wikipedia

Drawbacks

Some artists question the authenticity or credibility of Giclee art reproduction. The process incorporates digital elements that are new to many artists. While there is some contention as to the artistic value of these prints, it is clear the images produced are high quality and desirable. Before creating a Giclee print, it is wise to view examples of previous prints and examine the process to evaluate its suitability. Doing so will further ensure favorable results from the process.

Giclee art reproduction is gaining in popularity and creates pieces that are visually stunning. Reputable museums and artists are utilizing Giclee to display valuable works of art. The reproduction process incorporates digital copies, specialized inks and effective application techniques. The end result is an art reproduction with beauty and longevity.