

Oftentimes, a display print is viewed under lights that are much brighter than usual. When you view a print under normal room light, it looks fine; but when you view the same print under a brighter light, it may look flat and washed out. This is because the additional light being reflected from all areas of the print causes the dark areas to look lighter and the light areas to look brighter (with some loss of detail). The overall effect is a flat, washed-out print. You can remedy this by printing the display print slightly darker than you would consider normal - once again, normal contrast with detail in the highlights and shadows, but slightly darker.

Mounting Display Prints

Photographers categorize their work with that of an artist or scientist, meaning they see photography as either an art or a science. No matter what school of thought you hold, it should still be your goal to have your prints viewed, appreciated, and most importantly, communicate your message. This is the reason that the salon mount came into use. In photography, this means a display print that is mounted for exhibition.

To mount display prints, you should begin by selecting a mounting board 2 to 4 inches larger than the print size. Your selection of color should

compliment the photograph. Thickness of the board, of course, is optional.

The preferred placement of prints for salon mountings is near the OPTICAL CENTER. This allows for pleasant placement of the photograph as well as room for the photographer's name and print title below the print. The steps for mounting prints are as follows (fig. 1-3):

1. Place the print in the upper left-hand corner of the mount with its top right and lower left corners falling at points A and B, respectively.
2. Divide the remaining space (point A to C) in half to locate point D, then draw a light pencil line (point D to E) parallel to the edge of the mount. Do the same with the bottom portion of the mount (point G to I).
3. Draw line BI. The intersection of this line with line DE gives point J.
4. Mount the print with its right edge on line DE and the lower right corner on point J.
5. The print is now at the optical center of the mount. Now place the photographer's name and title below the photograph.

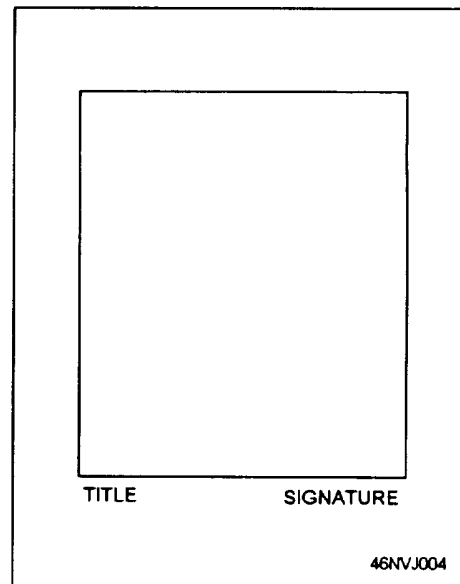
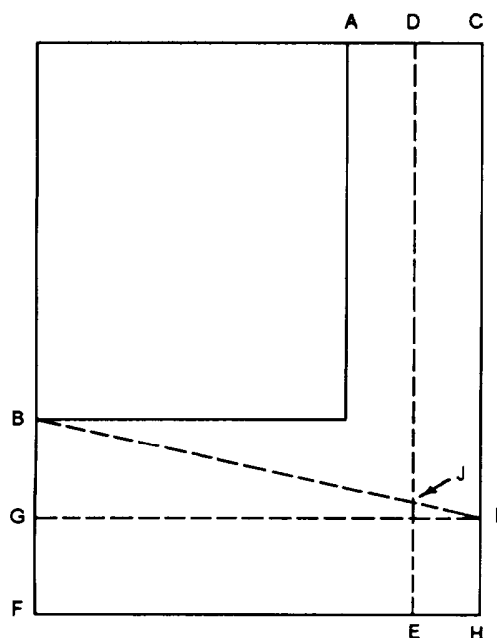


Figure 1-3.—Print mounting.