

SEQUENTIAL ART

WHAT DID I PURCHASE?

What you hold in your hand may just seem like another color print. However, this is as original as any page of original sequential art.

Advances in comic book coloring have revolutionized the comic book production process. A completely digital process has now replaced the once manual art of color proofing, color coding and color separation. With advances in computer technology, that three-step process has been simplified into just one.

For each page colored there is a single **Color Proof** printed. This proof is used by the colorist to

ensure that the colors seen his monitor(s) are the same as the colors you will see in the final product that goes to print.

This **Color Proof** can either be accepted or rejected by an editor. When accepted, a proof is marked "accepted" by the Studio and is held until the publisher receives all final coloring files. "Rejected" proofs are reworked by the colorist and resubmitted until approved by the editor. A "rejected" proof is marked and filed with the project, but never see print. Just as its predecessor the **Color Guide** (produced and used until the mid 1990s), this print is original and cannot and will not be reproduced.

ORIGINAL COLOR PROOF

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