



ABSTRACT OF THE DISCLOSURE

A printing apparatus and method which achieves efficient use of memory by dynamically changing memory allocation of a printer, and thus improves total throughput of the printer. The type of printhead-integrated ink cartridge attached to a carriage is discriminated in accordance with a signal from a cartridge discrimination resistor. If the ink cartridge is for color printing, in a DRAM, large memory areas are allocated to a print-control work area and an image buffer. If the ink cartridge is for monochromatic printing, small memory areas are allocated to the print-control work area and the image buffer.