

ABSTRACT OF THE DISCLOSURE:

A print medium in which a plurality of color development layers that develop colors to obtain colored portions by being heated are formed at different positions in the thickness direction is conveyed in a first direction. A plurality of heat generation elements that heat the print medium are controlled so as to selectively cause the plurality of color development layers to develop the respective colors. Heating positions on the print medium are controlled such that, in at least one of the color development layers in the print medium, in a case where lines each including a plurality of pixels which are formed by the colored portions and arranged at a predetermined resolution in the first direction are arranged in a second direction, positions of the plurality of pixels are shifted between the lines in the first direction by a distance smaller than an interval corresponding to a resolution.

[Figure 6]