CDMG 1230: Print Technologies

Prof: Thad Kubis

Review our last class and discuss your impressions, interpretations and the class overview.

Review your requests!

Glossary of Printing Terms

New Segment

Printing Terms and Definitions

Glossary of Printing Terms

Accordian Fold

Two or more parallel folds that like an accordian.

Glossary of Printing Terms

Barrel Fold

Folding a sheet two or more times in the same direction.

Glossary of Printing Terms

Caliper

The thickness of paper, expressed in thousands of an inch.

Glossary of Printing Terms

Drill

To bore holes in paper so sheets fit over posts of loose-leaf binders.

Glossary of Printing Terms

Embossing

A process performed after printing to stamp a raised or depressed image into the surface of paper using engraved metal embossing dies, extreme pressure and heat.

Glossary of Printing Terms

Finish

The surface characteristic of paper.

Glossary of Printing Terms

GBC Binding

Plastic comb like binding.

Glossary of Printing Terms

Hot Stamping

A letterpress process using foils and dies.

Glossary of Printing Terms

Index Paper

Light weight board paper for writing and easy erasure.

Glossary of Printing Terms

Kraft Paper

Strong paper, usually brown.

Glossary of Printing Terms

Ledger Paper

Strong, smooth bond paper used for keeping business records, letter heads and forms.

Glossary of Printing Terms

Matte Finish

Dull finish paper.

Cultural Implications.

- **To develop better communication tools via print**

Print as a media has redefine the world as we know of it.

From the earliest days (6th Century) in China, words and images had been craved, etched into wood and other malleable substrates.

It all began with the printing of what is considered the "first" printed book "The Diamond Sutra" (868AD). This book was printed from a series of woodblocks.

As stated individual type characters started to appear in use (clay and bronze) around the 11th and 13th centuries.

Print began to impact the world.

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The Spread of Printing

The Diamond Sutra – 868 AD/BCE

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Cultural Implications.

The true revolution – key development of print for the people began in Germany with the invention and use of movable type, this development was made by Johannes Gutenberg.

The main advantage of movable type was simple, text could be proofread and corrected prior to printing.

http://www.designersinsights.com/designer-resources/ learning-the-basics-of-proofreading

Example of Using Proofreader's Marks

Traditional proof reading is becoming a dying art since so many clients no longer use hardcopies to mark-up their corrections by hand. Today most clients simply write corrections in an email for you to decifer and follow up with a call, while others write them diligently in a Word document. These methods are amateur at best. They are not accurate and can lead to misinterpretation, which in turn creates even more mistakes. That is why a proofreader professional will only use the internationally-recognized standard marks and symbols to indicate changes. It's a proven method to mark-up a Pdf or hardcopy proof and should always be used.

IT'S THE DESIGNER'S RESPONSIBILITY

It's the designer's job to insist that this proofing method be adopted by the client in the course of doing business. He needs to outline the benefits of following this proven procedure which always starts by sending a PDF or hardcopy proof clearly marked as 1st Proof with today's date. The client should use that original PDF or hardcopy proof to write his requested typographic corrections and revisions using the appropriate proofreading marks and symbols. Any other special instructions or unusual changes should be circled and explained in the margin. That 1st proof, now complete with proofing marks, is then sent back to the

Proofreading Marks and Symbols

Symbol	Meaning	Symbol	Meaning	Symbol	Meaning
ℓ	Delete	FL	Flush Left	bf ital	Set in Bold Face Italic
∧	Insert	FR	Flush Right	ℓf	Set in Light Face
◡	Join	⊐⊏	Center Horizontally	wf	Wrong Font
⌒	Move closer		Center Vertically	−/ ∧̅v̅ =/	Hyphen
#	Space	and	Move to the next line	⅟N en	En Dash
∧ #	Add Space	end.	Move to the preceding line	⅟M em	Em Dash
#ℓ	Delete Space	□	Indent 1 em	B̸	Superscript
⌐__⌐	Transpose Word	⊓⊓	Indent 2 ems	a̸	Subscript
⌐⌐	Transpose Letters	¶	Paragraph	∧̸	Comma
/	To separate two or more marks	≡	All Caps	∨̸	Apostrophe
Stet	Let it Stand (ignore correction)	=	Small Caps	⊙	Period
[	Move Left	≡̲	Caps & Small Caps	; ;/	Semicolon
]	Move Right	Caps	Capital Letter	: ⊙	Colon

The Spread of Printing

Life in the 16th Century?

http://www.slideshare.net/gerardong1/life-in-the-16th-century

The Spread of Printing

Life in the 16th Century without print?

https://prezi.com/o1sjmalnimgk/why-the-printing-press-changed-the-world/
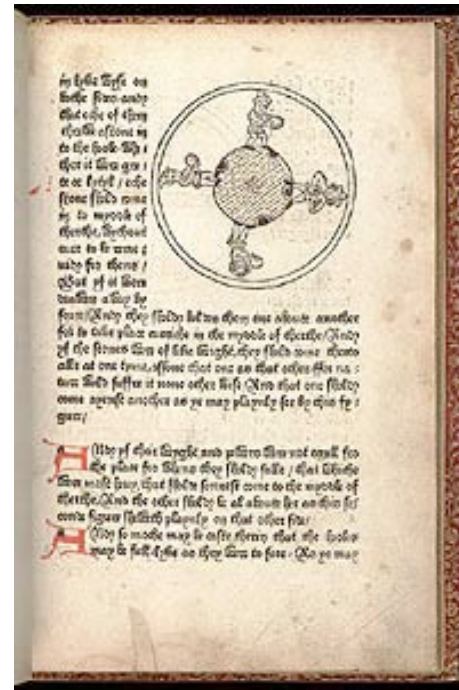
The Spread of Printing

The Spread of Printing

Lactantius, Divinarum institutionum (1465),
the second book printed in Italy.

The Myrrour of the Worlde (1481),
printed by William Caxton

The Spread of Printing

Began in Italy in the 14th (1300) century, the movement spread to England and ended around 350 (1600/1700) years later. The ideas generated by the Renaissance spread via books allowing a larger audience to **gain knowledge in their native language**, not only in Latin. Some believe that Gutenberg's invention lead Europe out of the Dark Ages.

The Spread of Printing

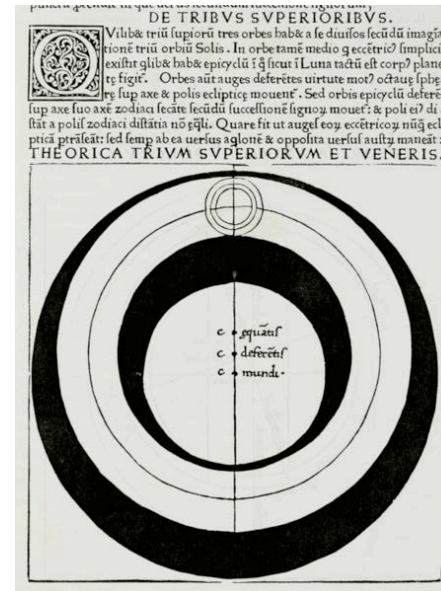The Protestant Reformation – Martin Luther 1517, published and posted the Ninety-five theses.

"many other factors, such as the mid 15th-century invention of the [printing press]"
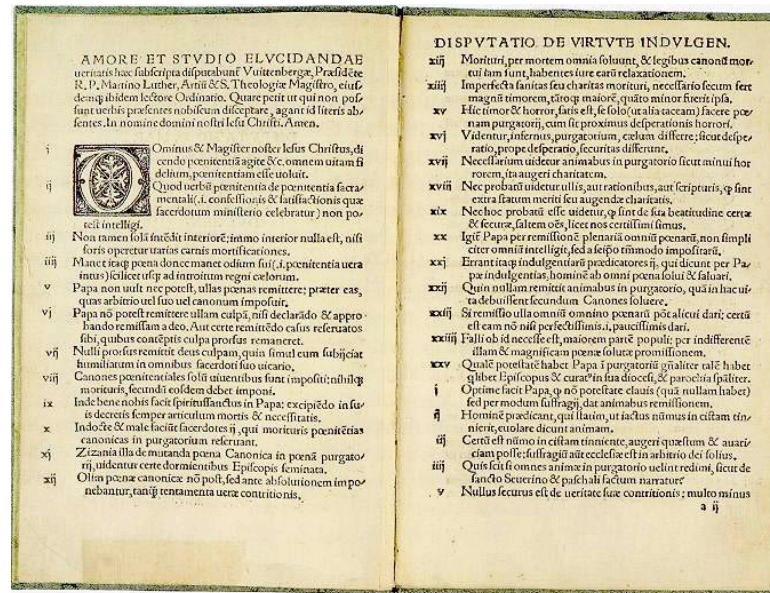
The Spread of Printing

Began at the end of the Renaissance extend to the what was called the Age of Enlightenment.

"exchange of information, theory and ideas"

The Spread of Printing

A [cultural movement](#) of intellectuals in 18th century Europe and the American colonies. "then [jumped the Atlantic into the European colonies](#), where it influenced [Benjamin Franklin](#) and [Thomas Jefferson](#), among many others, and played a major role in the [American Revolution](#).
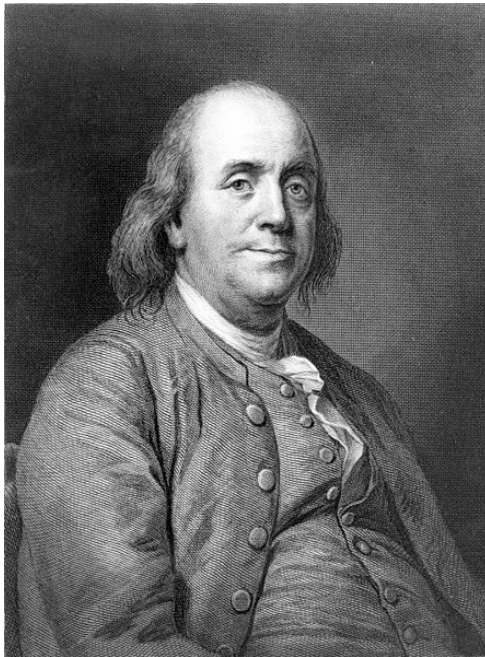
"1750, libraries and printing presses are humanity's most efficient means of external information storage."

"A man named Gutenberg had come frighteningly close to the same types of fires that burnt witches and saints".

Benjamin Franklin is considered by the British to be "the Most Dangerous Man in the Colonies".

The Ghost of Vesuvius

Charles Pellegrino, 2004

The Innovation of Printing
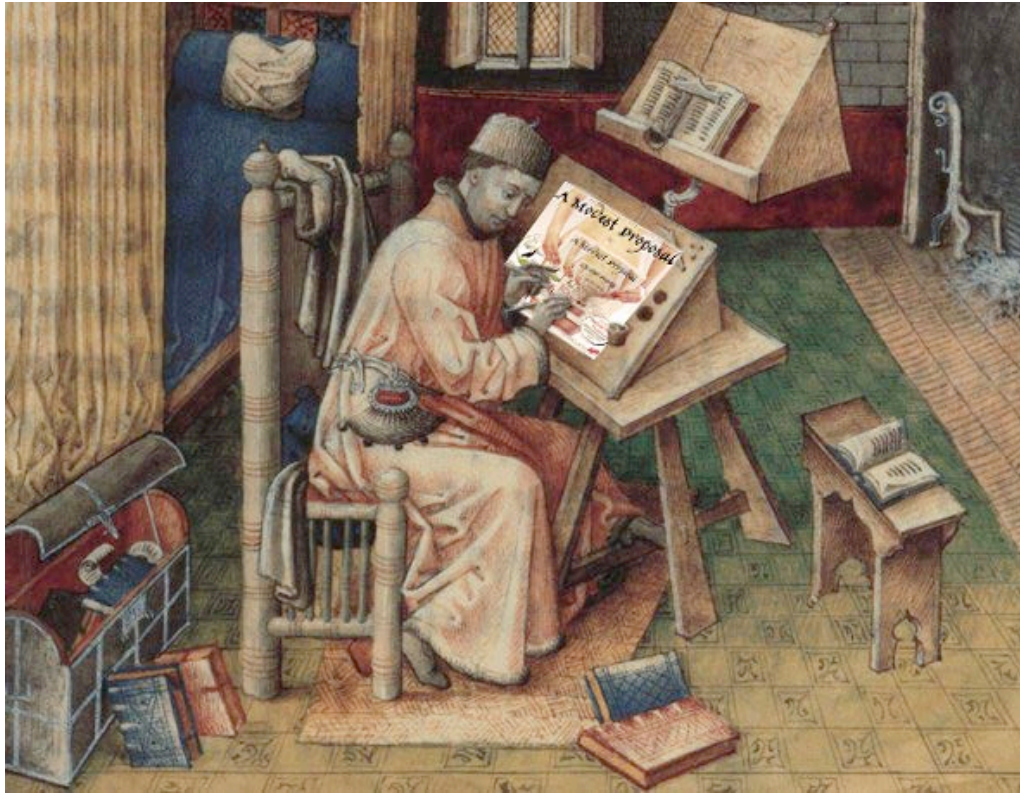
The Innovation of Printing

https://www.youtube.com/watch?v=yPc5Ly_cbcU

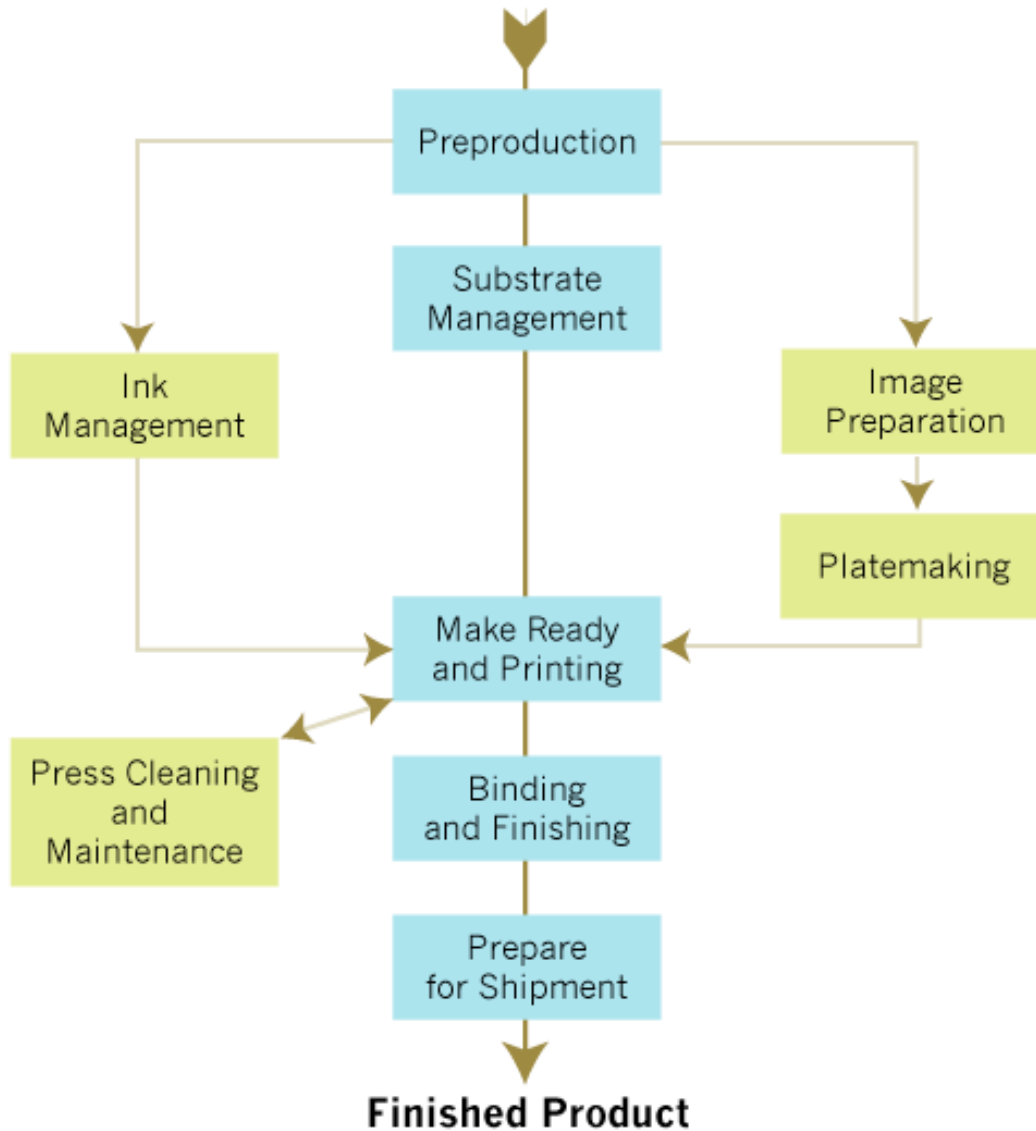# Lab Overview

Job Preparation and Job Management

Paper Dummies

Types of print and the print process

The Basics of Print Production?

1. Specification
2. Sizes and Configurations
3. Photography and Illustrations
4. Paper
5. The Mechanical (PDF or print ready files)
6. Scans and Color
7. Proofing
8. Printing
9. Finishing
10. Binding
11. Packaging
12. Shipping

The Process (a typical workflow)

Preproduction

Substrate Management

Ink Management

Image Preparation

Platemaking

Make Ready and Printing

Press Cleaning and Maintenance

Binding and Finishing

Prepare for Shipment

Finished Product

The Process (a defined workflow)

JAPS-OLSON COMPANY PRODUCTION WORKFLOW

– PREPRESS DEPARTMENT –

– PRESS DEPARTMENT –

WEB PRESSES

NON-HEATSET	UV
14" Repeat 22" Repeat	17" Repeat 28" Repeat
Sheet, Continuous, Label Aire Inline	Sheet, Continuous, UV Coat, Label Air Inline

HEATSET WEB

18.5" X 23"	33.5" X 28"	26.5" X 17.75"	26.5" X 23"	38" X 22.75"	57" X 22.25"	57" X 26.25"
Sheet Continuous	Sheet Continuous	Sheet, Inline Finish, Inline Imaging Signature Fold	Sheet, Continuous, Inline Imaging Signature Fold	Sheet, Inline Finish, Inline Imaging UV Coat	Sheet, Inline Finish, Inline Imaging Signature Fold	Sheet, Inline Finish, Inline Imaging

SHEET-FED PRESSES

SHEET-FED	DIGITAL
29" X 41"	14" X 20"
12-color, 10-color, Perfecting, Aquacoat	4-color NexPress

– DATA PROCESSING & IMAGING DEPARTMENT –

LASER	INKJET
Simplex - Duplex - MICR Encoding	Scitex - Domino - Versamark

– LETTERSHOP DEPARTMENT –

Standard   Stretch   Jumbo   AIM & Interstack Inserting   Camera Match Mailings

– POSTAL LOGISTICS –

NDC/SCF Logistics   Postal Drop Shipping   Commingle Standard Mail

– MAILING – POST OFFICE ON-SITE – MATERIAL HANDLING –

Conventional

- **Designer** (Concept)
    - **Copywriter** (Text)
    - **Illustrator** (Artwork)
    - **Photographer** (Pictures)
- **Copyfitter** (Spec type for design layout)
- **Typesetter** (Keystroking type)
- **Proofreader** (Checking original to typesetting)
- **Keyline / PasteUp Artist** (Page Layout)
- **Camera Operator** (linework film for type and art, halftone film for pictures)
- **Stripper** (Press sheet layout of film)
- **Plateburner** (Plate making)
- **Press Operator** (Ink on paper)
- **Bindery** (Finishing, folder, stitcher, cutter, etc.)

Digital

- **Designer** (Concept and layout)
  Desktop Publishing
  - **Copywriter** (Text)
  - Photo scanning and touch-up
  - Illustration work
  - Page layout and typesetting
- **Production** (Fix problems with files and do press sheet layout, process files)
  - Preflight digital files and fix
  - Create digital press sheet layout
  - Process file through digital workflow
  - RIP (Raster Image Processor)
  - Queue output of plates
- **Press Operator** (Ink on paper)
- **Bindery** (Finishing, folder, stitcher, cutter, etc.)

To the lab

CDMG 1230: Print Technologies

Second assignment: Bring a defined project to class. Eight lines of type to make either a business card, a greeting card, an announcement or some other type of social printed item.

CDMG 1230: Print Technologies

Next week:

The evolution of print.

CDMG 1230: Print Technologies

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