

CDMG 1230: Print Technologies

Prof: Thad Kubis

Review our last class, The History of Printing, Definitions, Assignments and discuss today's lesson.

Carl Sagan

“You have to know the past to understand the present.”

George Santayana

**“To know your future you must
know your past”**

Glossary of Printing Terms

**Continuation of the History of Print
and the cultural implications of
printing and print.**

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Why is this important?

Glossary of Printing Terms

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printing and print.**

[https://www.prepressure.com/
printing/history/1400-1499](https://www.prepressure.com/printing/history/1400-1499)

Glossary of Printing Terms

Continuation of the History of Print and the cultural implications of printing and print.

Is printing impacting your world – today?

Glossary of Printing Terms

Continuation of the History of Print and the cultural implications of printing and print.

<http://www.proactive.marketing/print-marketing/>

Glossary of Printing Terms

Continuation of the History of Print and the cultural implications of printing and print.

<https://www.jwtintelligence.com/2016/08/skinterfaces/>

Glossary of Printing Terms

Continuation of the History of Print and the cultural implications of printing and print.

<https://www.xerox.com/en-us/digital-printing/insights/custom-poster-prints?cmp=smo-cntmkt2016&aud=gc&site=li>

Glossary of Printing Terms

Continuation of the History of Print and the cultural implications of printing and print.

<http://whattheythink.com/articles/81908>

Glossary of Printing/Ink Terms

Ink related terms

Glossary of Printing/Ink Terms

Aqueous Coating

Coating in a water base and applied like ink by a printing press to protect and enhance the printing underneath.

Glossary of Printing/Ink Terms

Build a Color

To overlap two or more screen tints to create a new color. Such an overlap is called a build, color build, stacked screen build or tint build.

Glossary of Printing/Ink Terms

CMYK

Abbreviation for cyan, magenta, yellow and key (black), the four process colors.

Glossary of Printing Terms

Color Balance

Refers to amounts of process colors that simulate the colors of the original scene or photograph.

Glossary of Printing Terms

Color Separation

(1) Technique of using a camera, scanner or computer to divide continuous-tone color images into four halftone negatives. (2) The product resulting from color separating and subsequent four-color process printing. Also called separation.

Glossary of Printing Terms

Printing Ink

A type of ink that flows smoothly, dries quickly, and is of a consistency able to hold enough color to make printed matter legible: used to transfer the image on a press plate to the printing surface.

Glossary of Printing Terms

Printing Ink - Toner

Toner is largely powder-based used in laser/digital printers, using organic compounds and polymers to make up the majority of the material. When printing documents, an electrically charged drum picks up the tiny particles and rolls them onto the page according to the pattern being printed. A laser then fuses these particles to the page with heat.

The All New Print Production Handbook

Reading Assignments

Pages 108 – 109

Pages 136 – 139

Next week's class will begin with an open book quiz and discussion of the above assigned readings. Each student will need to be prepared to discuss one of the reading assignments or segments of those assignments.

Extra Credit Reading

<http://www.editorandpublisher.com/columns/critical-thinking-how-can-publishers-change-the-perception-that-print-is-dying/>

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