Session Three: Print Production for Designers. September 26, 2018

Review scanning demo and the four main types of scanning tools.

Reverse engineering, the more detail the better, have you considered a visual trail to start the process? Illustrate the visual trail!

Review Homework, Request any learning experiences?

Overall, I noticed a define change in the tonal range, increased contrast, loss of detail and in some examples the tonal range was not wide enough to allow noticeable change.

Your comments?

What is Imposition?

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<https://www.printninja.com/printing-resource-center/printing-academy/pre-press-production/imposition-pagination>

Nearly, all printing processes use imposition, ganging up is a loose term for combining forms on a plate for more cost-effective printing.

Rarely will a printer ask you to provide imposed file, most will ask for a final file and proof (on paper) dummy, they will set the imposition via software they are using, as well as based on the sheet size of the printing press.

Explain the three common sheet sizes

<https://www.kwikkopy.com.au/poster-printing/paper-size-guide-a0-a1-a2-a3-a4-a5-a6>

<http://resources.printhandbook.com/pages/paper-size-chart.php>

There are many different sizes of paper used, today, printing presses, many presses can accept a variety of sizes and the size of the sheet is also what, in part determines the imposition.

Layouts for Printing:

Sheetwise:

Work-and-turn:

Work-and-tumble:

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Read Chapter Two:

In class assignment: Create a series of 10 sketches for a professional business-based business card, the card will be developed via an on-line vendor, like moo.com, vista print or an on-line vendor of your choice. We will NOT be printing the card.

Develop a creative brief for this project, based on the design you selected to more to pre-media production.

**Mid-term Assignment:**

Create an advertisement offering this class as the product. Select a magazine or other NON-digital media, plan the size of the ad, the number of colors (if applicable), the components needed to fulfill the ad and prepare a list of images, art or photos indicating file type, size of image(s) and resolution.

Due Date October 17th, 2018