

Production for Designers

Session Three: February 10, 2020

Review Session Two:

What is Media and the language used to work "in" media.
The History of Print.
Introduction to Specifications.

Today's Agenda:

Review Assignment samples

FTP sites

Raster, Vector and Imaging formats

Job Tickets

Mid-Term Project

What is Print - Printing?

Those three segments are: **Inform or Communicate** (essentially newspaper, magazines, books, financial, business forms and greeting cards), **Product Logistics** (includes package printing, converters/labels and wrappers) and **Market, Promote and/or Sell** (political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage). Combine these three segments, and they will provide the projected shipments of print in 2021.

What is Print - Printing?

Those three segments are: **Inform or Communicate** (essentially newspaper, magazines, books, financial, business forms and greeting cards), **Product Logistics** (includes package printing, converters/labels and wrappers) and **Market, Promote and/or Sell** (political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage). Combine these three segments, and they will provide the projected shipments of print in 2021.

Expected Print by Function 2021

What is Print - Printing?

Those three segments are: **Inform or Communicate** (essentially newspaper, magazines, books, financial, business forms and greeting cards), **Product Logistics** (includes package printing, converters/labels and wrappers) and **Market, Promote and/or Sell** (political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage). Combine these three segments, and they will provide the projected shipments of print in 2021.

Expected Print by Function 2021

Inform or Communicate	46.23%
-----------------------	--------

What is Print - Printing?

Those three segments are: **Inform or Communicate** (essentially newspaper, magazines, books, financial, business forms and greeting cards), **Product Logistics** (includes package printing, converters/labels and wrappers) and **Market, Promote and/or Sell** (political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage). Combine these three segments, and they will provide the projected shipments of print in 2021.

Expected Print by Function 2021

Inform or Communicate	46.23%
Product Logistics	14.79%

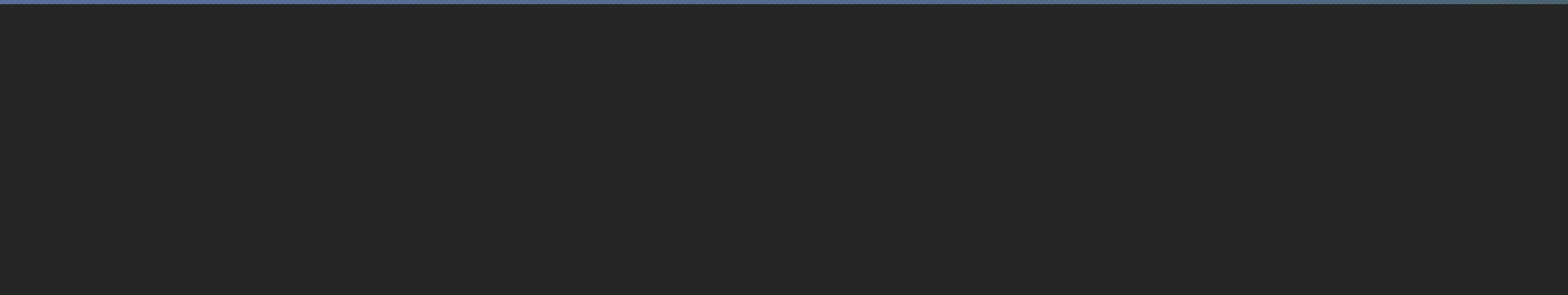
What is Print - Printing?

Those three segments are: **Inform or Communicate** (essentially newspaper, magazines, books, financial, business forms and greeting cards), **Product Logistics** (includes package printing, converters/labels and wrappers) and **Market, Promote and/or Sell** (political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage). Combine these three segments, and they will provide the projected shipments of print in 2021.

Expected Print by Function 2021

Inform or Communicate	46.23%
Product Logistics	14.79%
Market, Promote, Sell	38.98%

What is Print - Printing?



Print - Printing an Overview?

PRINT MEDIA



Print - Printing an Overview?

PRODUCT LOGISTICS

Has anyone purchased a smart phone?

A computer? Headsets?

Shoes, sneakers, clothing?

Print - Printing an Overview?

PRINT LOGISTICS



Print - Printing an Overview?

MARKET, PROMOTE AND SELL

Direct Marketing?

Signage?

OOH?

Direct Mail?

Print - Printing an Overview?

MARKET, PROMOTE AND SELL



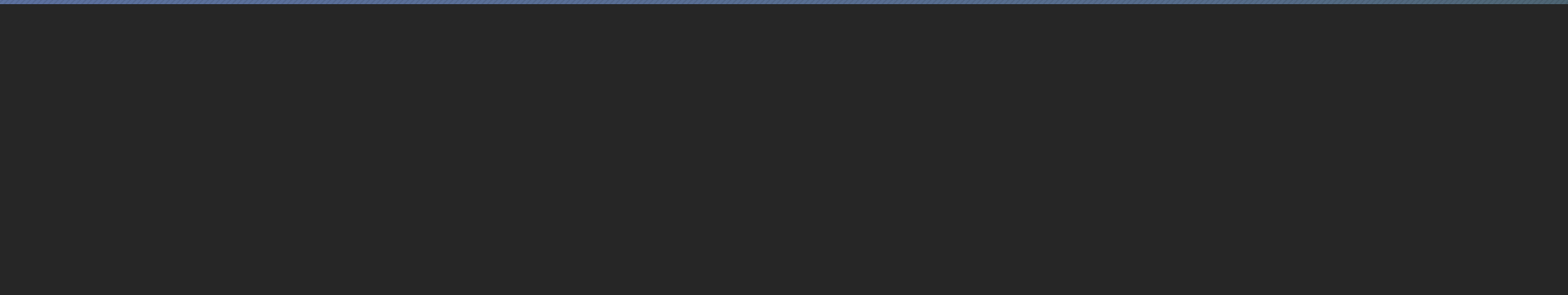
Print - Printing an Overview?

MARKET, PROMOTE AND SELL

Catalogs
Direct Marketing

Summary

Media and print changed due to:



Summary

Media and print changed due to:

1)The advent of the internet and the expanded use of the internet.

Summary

Media and print changed due to:

- 1) The advent of the internet and the expanded use of the internet.
- 2) The introduction and access to other media forms and formats, in particular emails and social media.

Summary

Media and print changed due to:

- 1)The advent of the internet and the expanded use of the internet.
- 2)The introduction and access to other media forms and formats, in particular emails and social media.
- 3)The depression/recession, financial decline during the end of the first decade of the 2000's.

Job Tickets

Just as a creative project should start with a creative brief, any print project should start with the development of a job ticket.

Customer: Smith & Nash		Cust # 228	Est # 2205	Job Number 63129					
Street: 163 Pleasant Street,		City/ST Natick, MA 02472		Date Of Order 9/18/2007					
Phone: 508.625.8200	Fax: 508.625.6685	Contact: Stuart Smith		PO Number 444-5062					
Proof To: Stuart Smith	Fax Proof: 508.625.6685	Email: ssmith@smithnash.com		Job Due 9/20/07					
Special Instructions:		Priority: 3		MUST					
Sales: Paul Sweeney	Supplied As: Files on FTP	Last Order #	C/S: Smith						
Title / Description: September Billing Stuffer				Rev. 9/16/2007 6:02:12 AM					
Quantity	Part	Description	Flat Size	Finished Size	# Pages				
A - 850000	Stuffer	Stuffer	7 x 10	7 x 3.3	2				
B -									
C -									
D -									
E -									
Proof Type	Prepress Instructions								
A- PDF & Epson	Preflight and confirm PMS colors in file Send PDF proof before output of Epsoms								
PAPER REQUIRED									
Quantity	Size	Wgt	Brand	Type	Press Size	Out	Vendor	Listed Date	
A 89,000	25 x 38	80	HannoArt Gloss	Text	25 x 38	1	Lindenmeyr	9/16/07	
B									
C									
D									
E									
Paper Comments:			Paper Due In: 9/17/2007						
Press Instruction:			Customer Press OK 7-18-07						
Form Name	Press	#Up	# Impo	Forms	color/ side	Ink Colors	Shts to Press	Shts to Bindery	Est Time
A Stuffer	K40	10	tumb	1	6 / 6	4/c + PMS 187 + OAGV	89,000	85,905	25.5
B									
C									
D									
E									
Press - Insert Tabs For Bindery in									
Press Comments:									

What is a print-based Job Ticket?

https://www.efi.com/library/efi/documents/454/efi_fiery_central_br_en_us.pdf

https://www.seprie.com/DSF/documentation/en/CSH/AdminHelp/Production/Production_Job_Ticket.htm

https://www.adobe.com/studio/print/pdfs/JDF-WP_A9_updates_july08.pdf

What is a print-based Job Ticket?

<http://www.printms.net/product2.htm>

<https://www.cip4.org/what-is-jdf.html>

<https://www.cip4.org/what-is-jdf/jdf-for-the-print-service-provider.html>

File Storage, FTP Sites

What is correct file storage?

Experience with Smugmug, Dropbox, WeTransfer

Your Cloud

Google Cloud



Thaddeus Kubis

Simply, I am a photographer that enjoys creating images with all types of photographic media.

Smugmug

<https://thaddeuskubis.smugmug.com/>



Dropbox

Finder listing, Dropbox

TP | think
patented.
A Marketing Execution Company



WHAT WE DO ▾

NEWS

RESOURCES ▾

ABOUT

CAREERS ▾

CONTACT

GET STARTED

Get Started

Let's make your next marketing project a success.

FTP - File Transfer Protocol

Media, Printers, Agencies and more

File Types

The correct file is part of the process, examine your media kit selection, speak to your print provider and determine what file type they require! Be specific regarding the purpose, the end result of the file and its use.

<https://dcopy.net/support/file-formats/print-file-formats.php>

<http://resources.printhandbook.com/pages/file-types.php>

<https://www.lifewire.com/which-graphics-file-format-is-best-1701773>

<https://www.blueprintsvmg.com/the-print-production-process-explained/>

Resolution, file type and file size

<http://www.meridianoutpost.com/resources/etools/calculators/calculator-file-download-time.php>



72 dpi, TIFF

8.7 MB

1478 x 979



150 dpi, TIFF

37.7 MB

3080 x 2040



300 dpi, TIFF

150.8 MB

6160 x 4080

A file with the TIF or TIFF file extension is a tagged image file. This type of file is used for high-quality raster type graphics. The format supports lossless compression, in which no image data is lost during the compression process. This lets graphic artists and photographers archive their high-quality photos in a manageable amount of storage space without compromising quality. <https://www.lifewire.com/tif-tiff-file-2622393>

Resolution, file type and file size

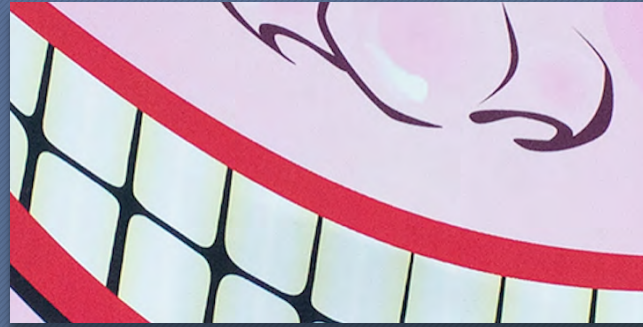
<http://www.meridianoutpost.com/resources/etools/calculators/calculator-file-download-time.php>



72 dpi, TIFF

8.7 MB

1478 x 979



150 dpi, TIFF

37.7 MB

3080 x 2040



300 dpi, TIFF

150.8 MB

6160 x 4080

Resolution, file type and file size

<http://www.meridianoutpost.com/resources/etools/calculators/calculator-file-download-time.php>



72 dpi, Jpeg

1.2 MB

1478 x 979



150 dpi, jpeg

2.6 MB

3079 x 2040



300 dpi, jpeg

6.2 MB

6158 x 4080

JPEG stands for Joint Photographic Experts Group. It is a standard method of compressing photographic images. We also call **JPEG** the file format which employs this compression. The file extensions for this format are **.JPEG**, **.JFIF**, **.JPG**, OR **.JPE** although **.JPG** is the most common on all platforms. <https://www.coolutils.com/Formats/JPEG>

Resolution, file type and file size

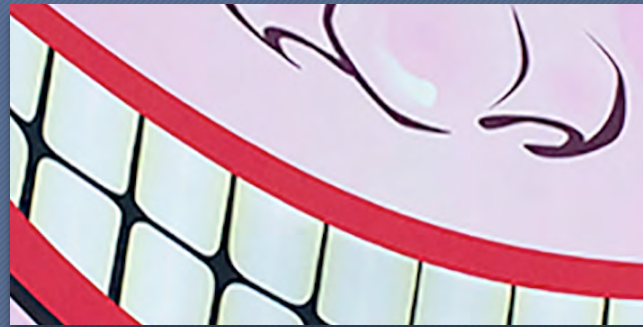
<http://www.meridianoutpost.com/resources/etools/calculators/calculator-file-download-time.php>



72 dpi, Jpeg

1.2 MB

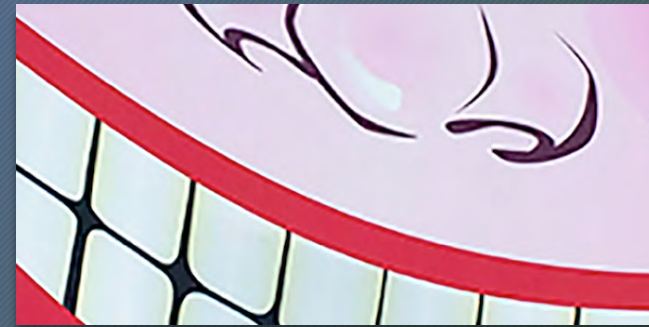
1478 x 979



150 dpi, jpeg

2.6 MB

3079 x 20406



300 dpi, jpeg

6.2 MB

6158 x 4080

Types of files formats

<http://resources.printhandbook.com/pages/file-types.php>

<https://graphicdesign.stackexchange.com/questions/58921/which-file-format-is-best-for-printing>

<https://modassicmarketing.com/understanding-image-file-types>

<https://99designs.co.uk/blog/tips/image-file-types/>

https://en.wikipedia.org/wiki/List_of_file_formats

Definitions

<https://www.printingforless.com/images.html>

<https://www.exposureguide.com/resolution/>

<https://solutions.teamavalon.com/blog/understanding-file-resolution-and-its-importance-in-print>

<http://www.theprintgroup.com.au/graphic-design/images-what-is-dpi-ppi-resolution.html>

http://www.updig.org/guidelines/ph_resolution.html

Mid-Term Assignment

Develop a multi-part project, the project needs to contain files that are PRINT ready for the following media. A newspaper ad, a magazine ad, a printed flyer or brochure and a movie style poster.

Next Session

Historical review of the current print processes and discussion of the most recent print process including digital, inkjet and other print based processes.

Print Production for Designers

Prof. Thaddeus B. Kubis
tkubis@citytech.cuny.edu
917.597.1891