Production for Designers

Session Four: February 24, 2020

Review Session Three:

Review Assignment samples
FTP sites
Raster, Vector and Imaging formats
Job Tickets and Mid-Term Project

Todays Agenda:

Introduction to Printing
Four “types” of printing

What is Print – Printing?

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https://www.dictionary.com/browse/graphic-arts

What is Print – Printing?

https://www.dictionary.com/browse/craft?s=ts

What is Print – Printing?

https://www.dictionary.com/browse/process?s=t

What is Print – Printing?

https://www.dictionary.com/browse/manufacturing?s=t

What are the different types of printing?

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Digital Printing
Offset Printing
Flexography
Letterpress Printing
Screen Printing
Gravure

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Print – Printing an Overview?

PRINT MEDIA

Print – Printing an Overview?

MARKET, PROMOTE AND SELL

Print – Printing an Overview?

PRINT LOGISTICS

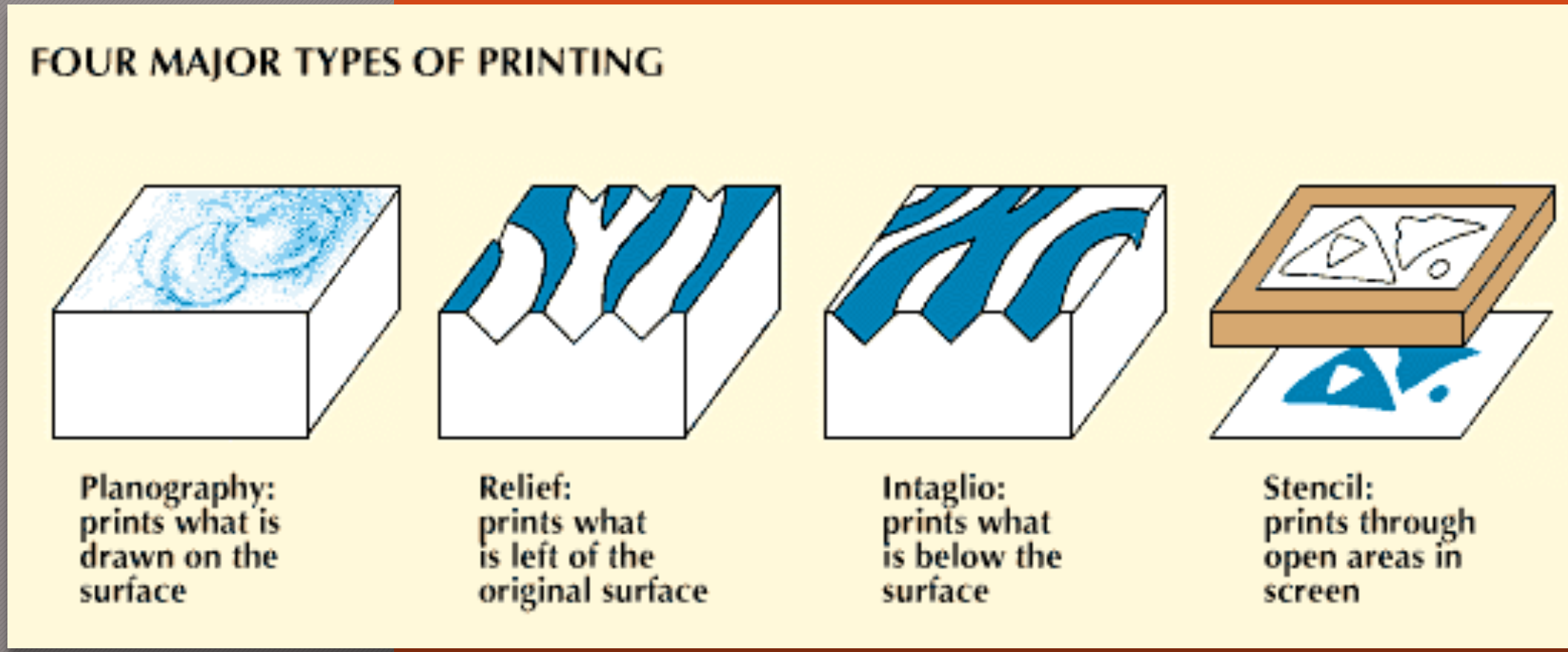
Print – Printing an Overview?

Why has PRINT “returned”?

Diversity of media, the neuroscience of paper and the user, variety of substrates, and the need to touch, feel and bond with a medium.

Review Print Samples

- Digital
- Sheet Fed
- Web
- Lenticular
- Flexography
- Other
- Specialty



Planographic: Offset Lithography

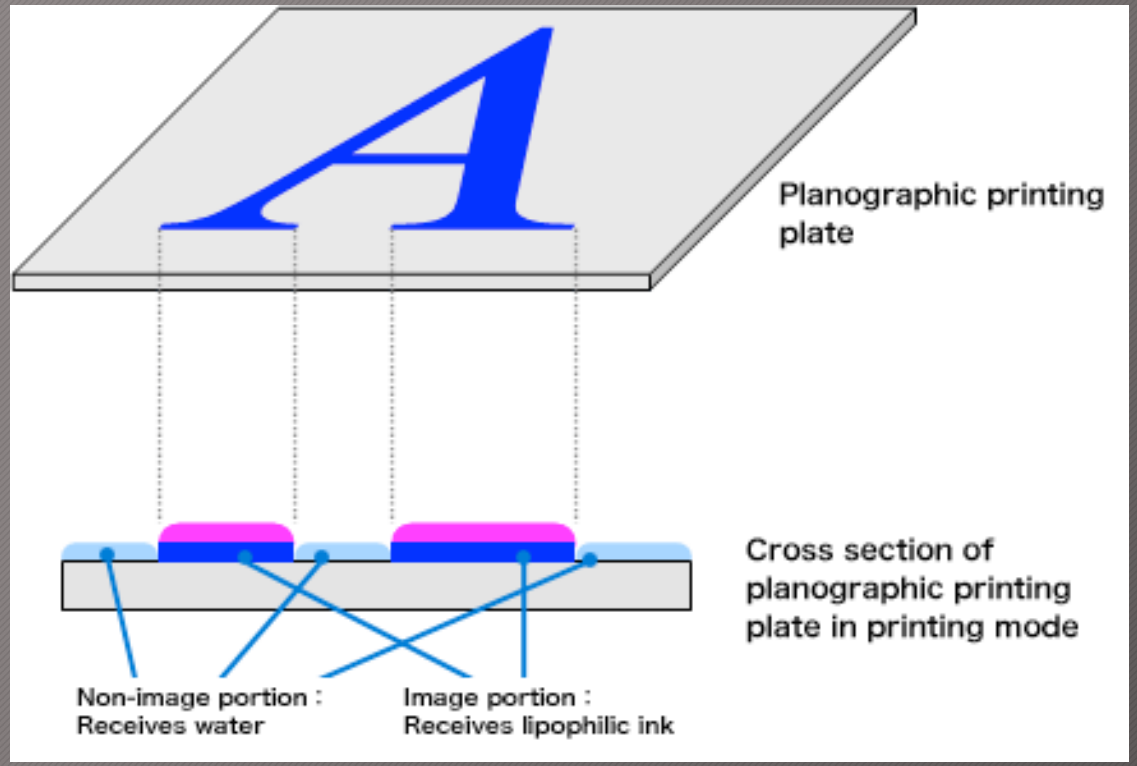
https://www.britannica.com/technology/lithography

https://www.definitions.net/definition/planographic%20printing

Planographic Printing

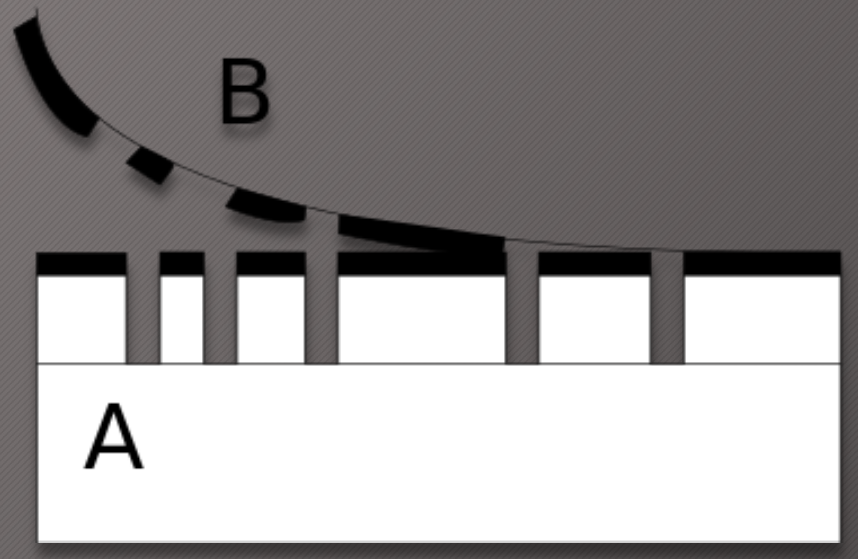
Basic Principals: Oil and water do not mix.

An image carrier that is formed using an ultra thin sensitive coating that is adhered to a grained substrate, creating a planographic surface with both hydrophilic and oleophilic properties that can be mounted on a press plate cylinder and work in conjunction with various fountain solutions and inks to generate an imaged which is ultimately transferred to a printed substrate.



Relief Printing

- Relief printing is a family of printing methods where a printing block, plate or matrix that has had ink applied to its surface, but not to any recessed areas, is brought into contact with paper.

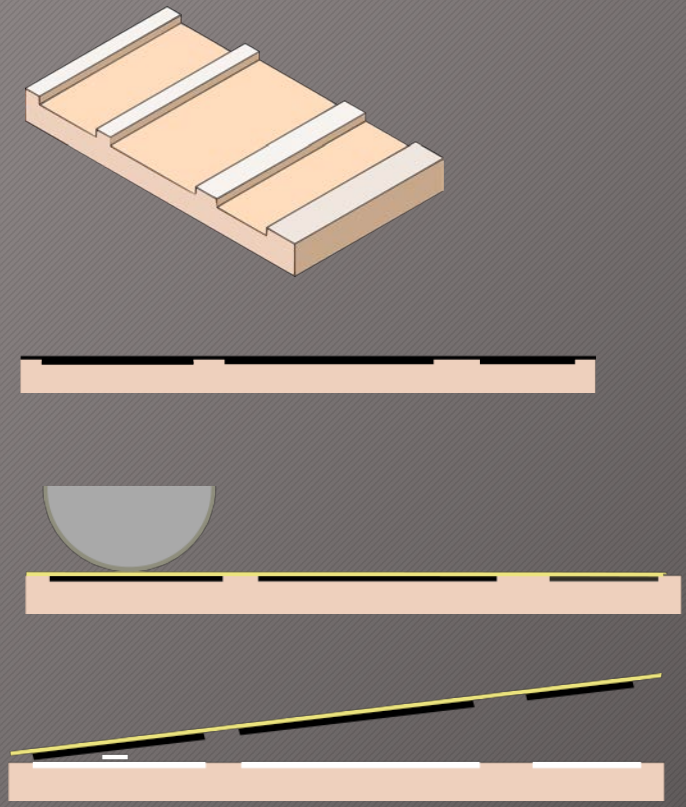


Intaglio - Gravure Printing

Intaglio:

Gravure and steel-die engraving.

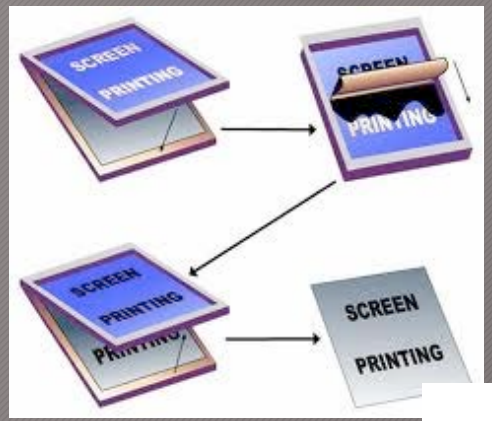
Intaglio is a family of printmaking techniques in which the image is incised into a surface, known as the matrix or plate, and the incised line or area holds the ink. Normally, copper or zinc plates are used as a surface, and the incisions are created by etching, engraving, drypoint, aquatint or mezzotint.

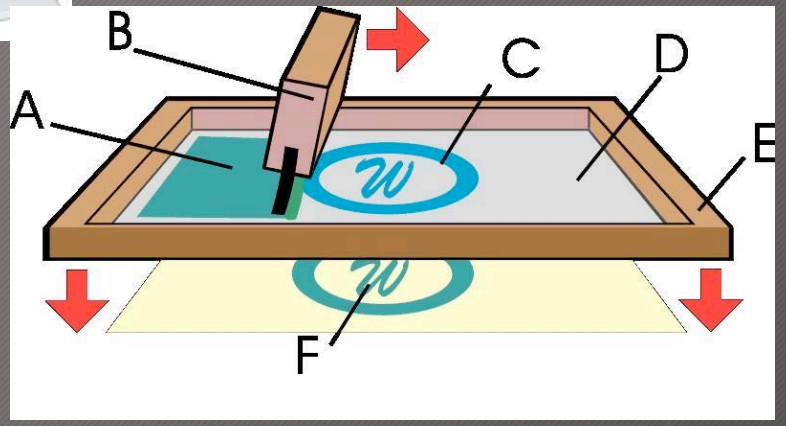


Screen/Porous Printing

Porous:

Screen and stencil duplicator - In stencil and screen printing, also known as porous printing, ink is brushed or squeezed through a stencil image on a fine screen onto paper or other surface such as metal, glass, or textile. The screen holds the image area, which may carry either pictorial or typographic material.





The Printing Top Line

Letterpress (Relief Printing)
Standard for printing from 1440's to 1970's

Flexography (Relief Printing) – Developed around 1905 by C.A. Holweg of France**.**

The Printing Top Line

Rotogravure (Intaglio Printing) – Developed in 1890 by Karel Klic in England.

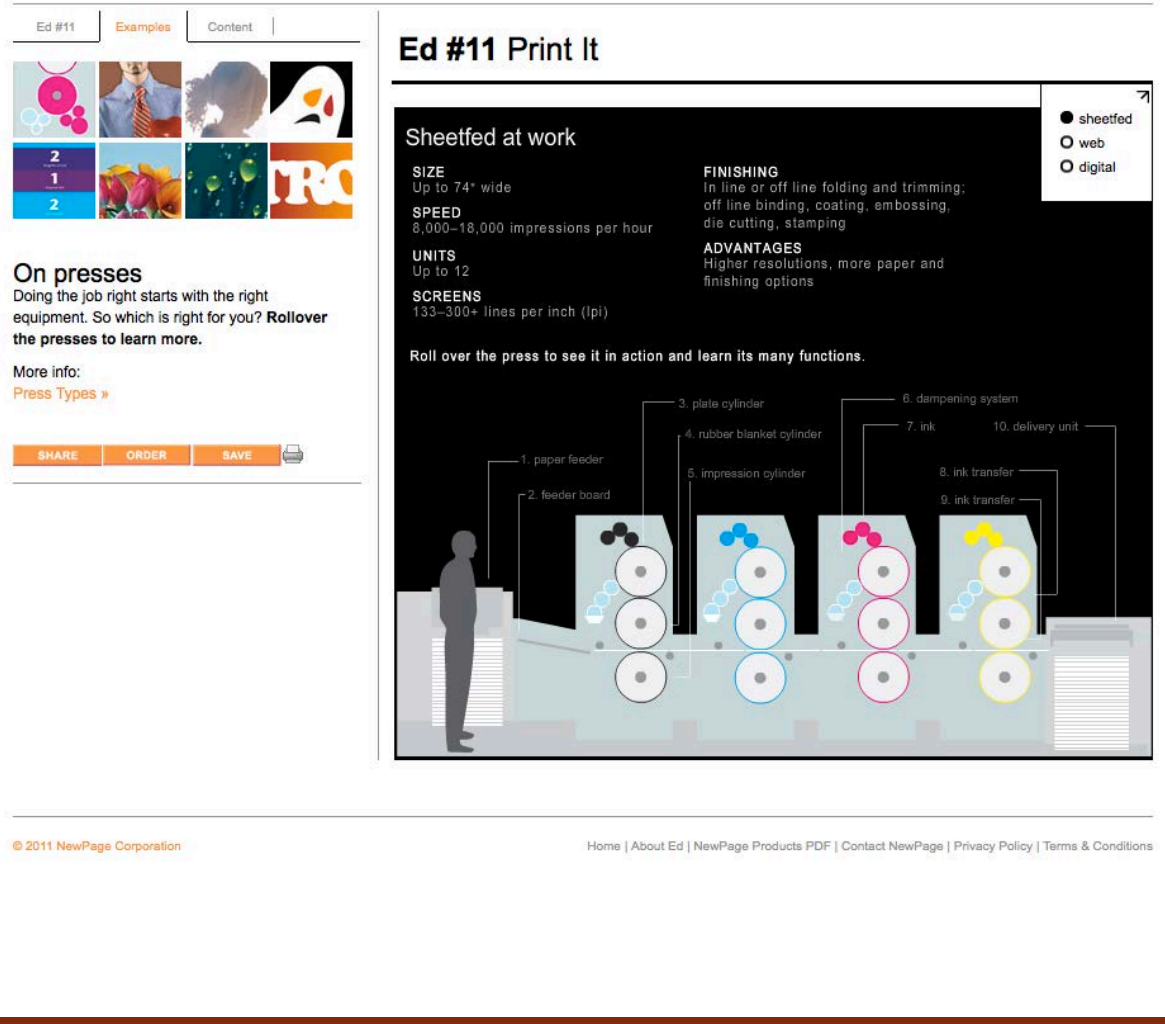
Silk Screen (Stencil Printing) – Derived from the 1907 silk screen printing patent of Samuel Simon in England

Printing Processes

The Ed Series

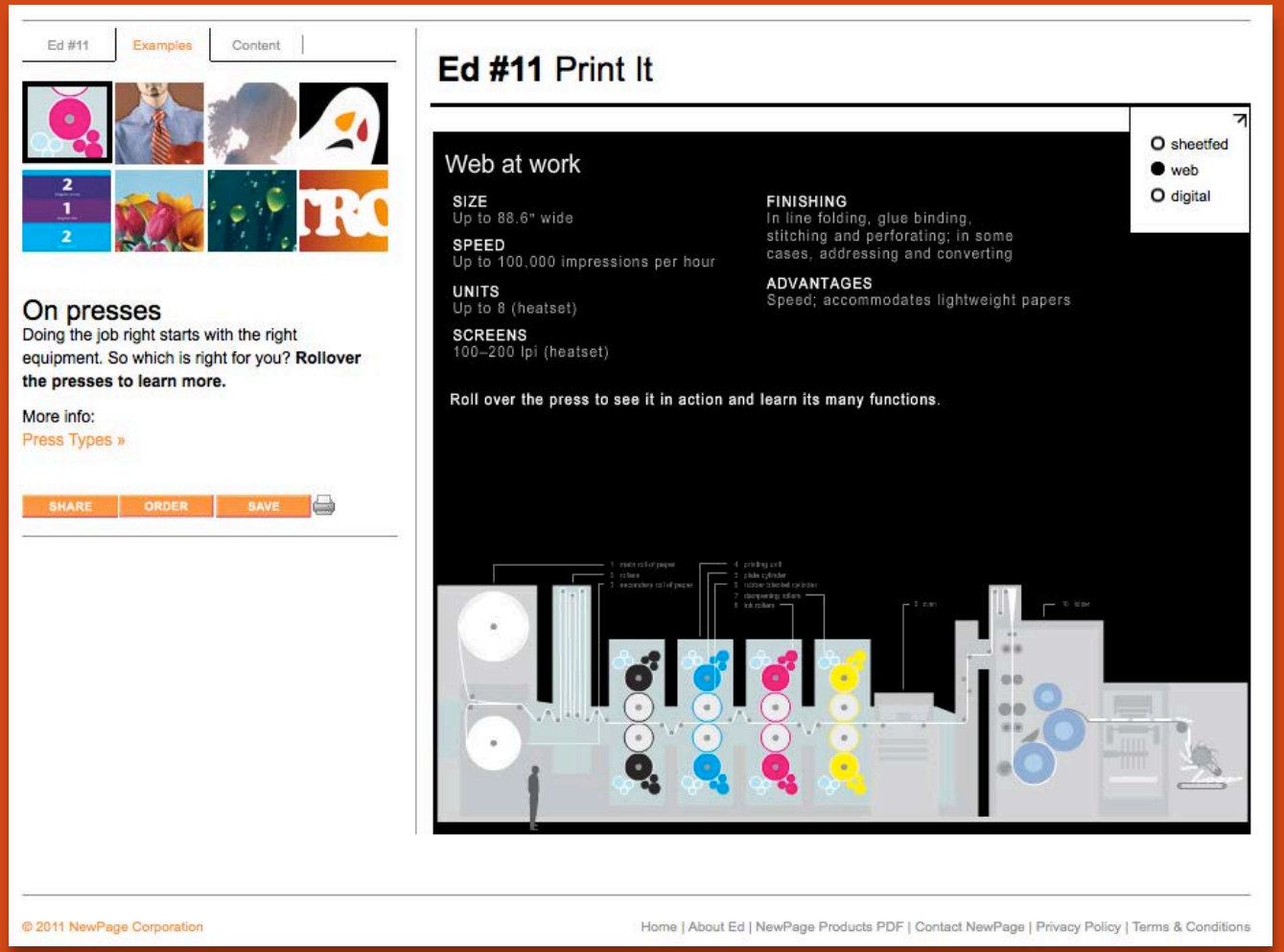
Sheetfed

http://edliveshere.com/example/print_it/14



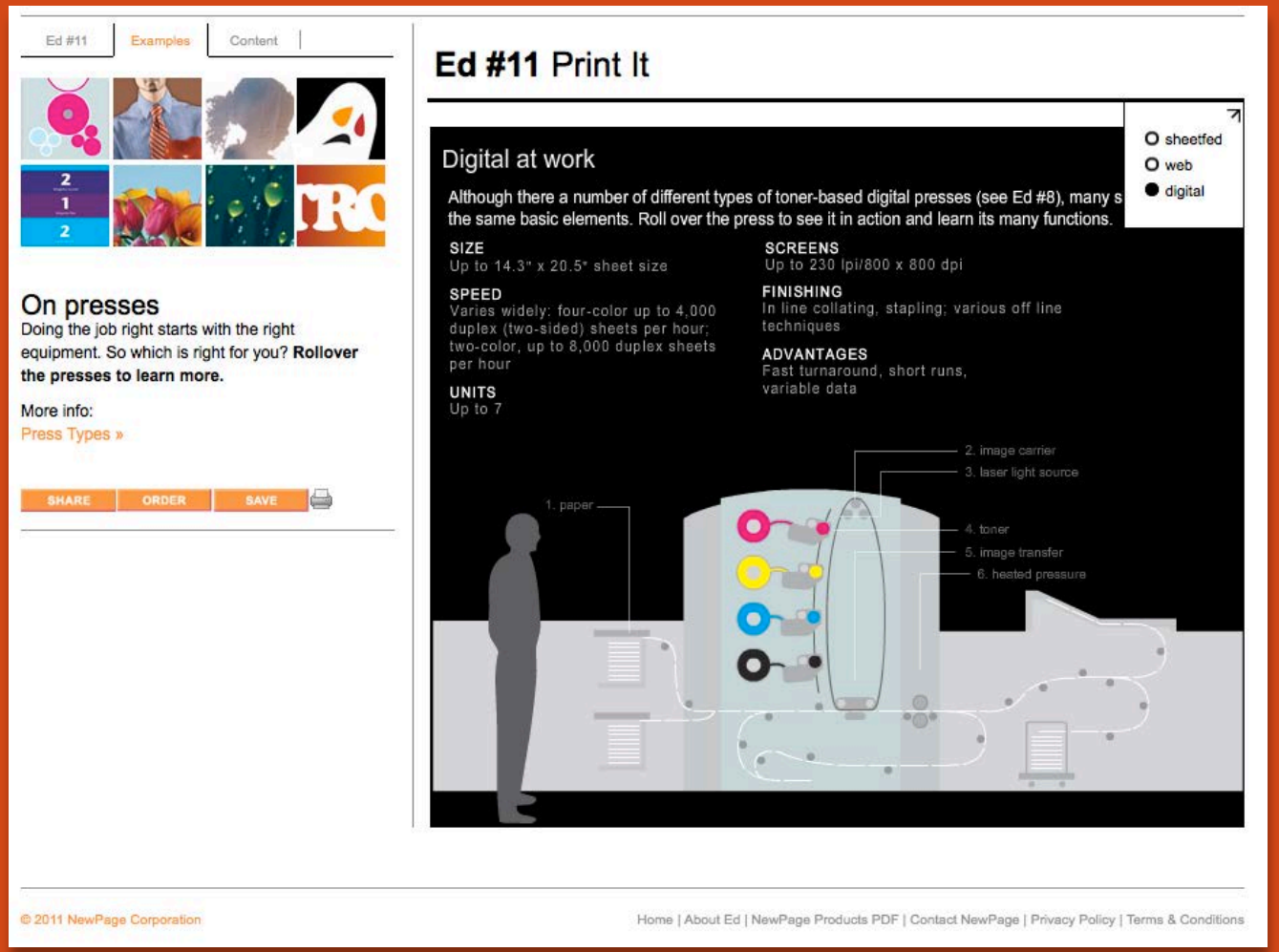
Web

http://edliveshere.com/example/print_it/14



Digital

http://edliveshere.com/example/print_it/14



The Processes

Part 3
Snapshot

What You Should Know about the Major Printing Processes

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.

You need to email 3 items, any combination of the items listed or others like a business card, letter head of window signage can be presented.

First draft PDF's are due on March 9th, via email. The files need to be sent as PDF files and at this stage do not need to be print ready but must contain all require printer's marks, color bars and embedded fonts and images.

Next Session

Color, guest speaker on color, color managment.

Print Production for Designers

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