

Production for Designers

Session Two: September 14, 2020

Welcome Back!

Recording of Sessions

Students who participate in this class with their camera on or use a profile image are agreeing to have their video or image recorded solely for the purpose of creating a record for students enrolled in the class to refer to, including those enrolled students who are unable to attend live. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the “chat” feature, which allows students to type questions and comments live.

Session One Review

Monday, August 31st, 2020 - Session One: Introduction to the class, orientation and syllabus review. Main topics: What is Production, how does it impact the design, creative product, discussion of project management and reverse engineering.

What is Graphic Communication?

What are the basics of print?

How will an understanding of Graphic Communications help you and expand your career?

Print has always been a disruptive technology, today it is changing and will continue to change, why?

Historically there have always been three parts of print - prepress (now premedia), press and post press.

Session One Review

The new model for print production.

Digital Tools

Multi-Channel Publishing

Printing and Image Management tools

A shift to a new model of Print Distribution

The Importance of Production:

https://study.com/articles/Advertising_Production_Manager_Job_Description_and_Duties.html

<https://smallbusiness.chron.com/advertising-production-process-45162.html>

<https://apc-nyc.org/about-apc/what-is-the-apc/>

Session One Review

Reverse Engineering: <https://audienti.com/reverse-engineering-marketing/>
<https://searchsoftwarequality.techtarget.com/definition/reverse-engineering>
<https://searchengineland.com/reverse-engineer-online-advertising-strategy-288994>

Project Management: <https://www.fool.com/the-blueprint/marketing-project-management/>
<https://www.pmi.org/learning/library/project-management-marketing-successful-launch-489>

Session One Review

re·verse en·gi·neer·ing

the reproduction of another manufacturer's product following detailed examination of its construction or composition.

The process of duplicating an existing component, subassembly, or product, without the aid of drawings, documentation, or computer model is known as **reverse engineering**. **Reverse engineering** can be viewed as the process of analyzing a system to: Identify the system's components and their interrelationships.

<https://canvas.instructure.com/courses/838884/pages/unit-3-lesson-6-reverse-engineering>

What does RE have to do with the creative, design workflow?

Why me?

Unique skill set:



Photo: Life's Crossroads John Matlock

Why me?

Unique skill set:



Print/Production

Why me?

Unique skill set:



Print/Production

Creativity

Photo: Life's Crossroads John Matlock

Why me?

Unique skill set:

An aerial photograph of a crossroads in a vast, open field. The roads are light-colored and intersect in a Y-shape. The surrounding landscape is a mix of green and yellow, suggesting a rural or agricultural setting. The sky is a pale blue. The image is overlaid with three text boxes: a light green box at the top left, a white box at the bottom left, and a red box at the bottom center. The background of the slide is a gradient of orange and red.

**Marketing/
Communications**

Print/Production

Creativity

Why me?

Unique skill set:

**Marketing/
Communications**

Mutant Print

Print/Production

Creativity



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Mutant Print

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Photo: Life's Crossroads John Matlock

Session Two

- Reverse Engineering

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Real World Example:

Components include; Cap, Nozzle, Nozzle/spray device, Contents, Container, Bottom seal, Printing on label, Inkjet on bottom seal/cap.

Session Two

- Reverse Engineering



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Components include; Cap, Nozzle, Nozzle/spray device, Contents, Container, Bottom seal, Printing on label, Inkjet on bottom seal/cap.

You need to consider the processes that are used to manufacturer each individual component.

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Real World Example:

Components include; Cap, Nozzle, Nozzle/spray device, Contents, Container, Bottom seal, Printing on label, Inkjet on bottom seal/cap. You need to consider the processes that are used to manufacturer each individual component.

Suggestion Made:

Include some type of texture skin to the cap and can itself.

Session Two

- Review Media Kits and Technical Terms
 - First Class Assignment
 - Start a "living" dictionary, a notebook that allows you to simply and easily add new terms - with a full description of the terms, examples of how they can be used?
 - Define: Media, Print Media, Legacy Media, New Media, Emerging Media, Graphic, Communications, Creative, Marketing, Sales Promotion and Advertising Design.
 - Add 3 new industry, print related terms each week.

Session Two

- Review Media Kits and Technical Terms
- Trim and Gutter, Proofs by Region, SWOP, PDF/X, Bleed, CMYK, Grayscale - RGB or LAB
- Double Page Spread
- PDF/X 1-A
- Resolution 300 DPI
- Trim Size
- ISO
- LPI
- Crop Marks
- Live Area
- Letterboard ad

Session Two

- Review Media Kits and Technical Terms
- What do you need to know?
- Why do need to know the information?
- How to use the information?

Session Two

- Defining Media legacy, New and Emerging media

Session Two - Changing Media Landscape:

Advertising:

- Broadcast **Online** Mobile **Print** Out of Home

Direct Marketing:

- **Direct Mail** Email **Events** POP/POS **Education**

Digital Marketing:

- SEO/SEM **Remarketing** (retargeting)
Social Media **Websites/Microsites/Landing Pages**

Public Relations/Media Relations: Analyst Relations Investor Relations

Session Two

- Defining Media legacy, New and Emerging media
 - media that is considered old and outdated, such as radio, television, and especially newspapers

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- What do you want to learn?
- Defining Media legacy, New and Emerging media
 - media that is considered old and outdated, such as radio, television, and especially newspapers
 - means of mass communication using digital technologies such as the Internet.

Session Two

- Review Media Kits and Technical Terms
- What do you want to learn?
- Defining Media legacy, New and Emerging media
 - media that is considered old and outdated, such as radio, television, and especially newspapers
 - means of mass communication using digital technologies such as the Internet.
 - communications - of all types - based on digital technologies, and increasingly with interactive components. ... **Emerging media by definition** is something that is always changing.

Introduction to Graphic Communications

<https://page2media.brio.viddler.com/groups/6589/media/01-02-digital-tools-and-changing-roles>

Session Two

- Is there a future for Print?
- The new model for print production
- Digital Tools
- Multi-Channel Publishing
- Printing and Image Management tools
- A shift to a new model of Print Distribution

The History of Print!

An ever-changing impact.



The History of Print.



Photo: Pech Merle

The History of Print.



Photo: Pech Merle

The History of Print.

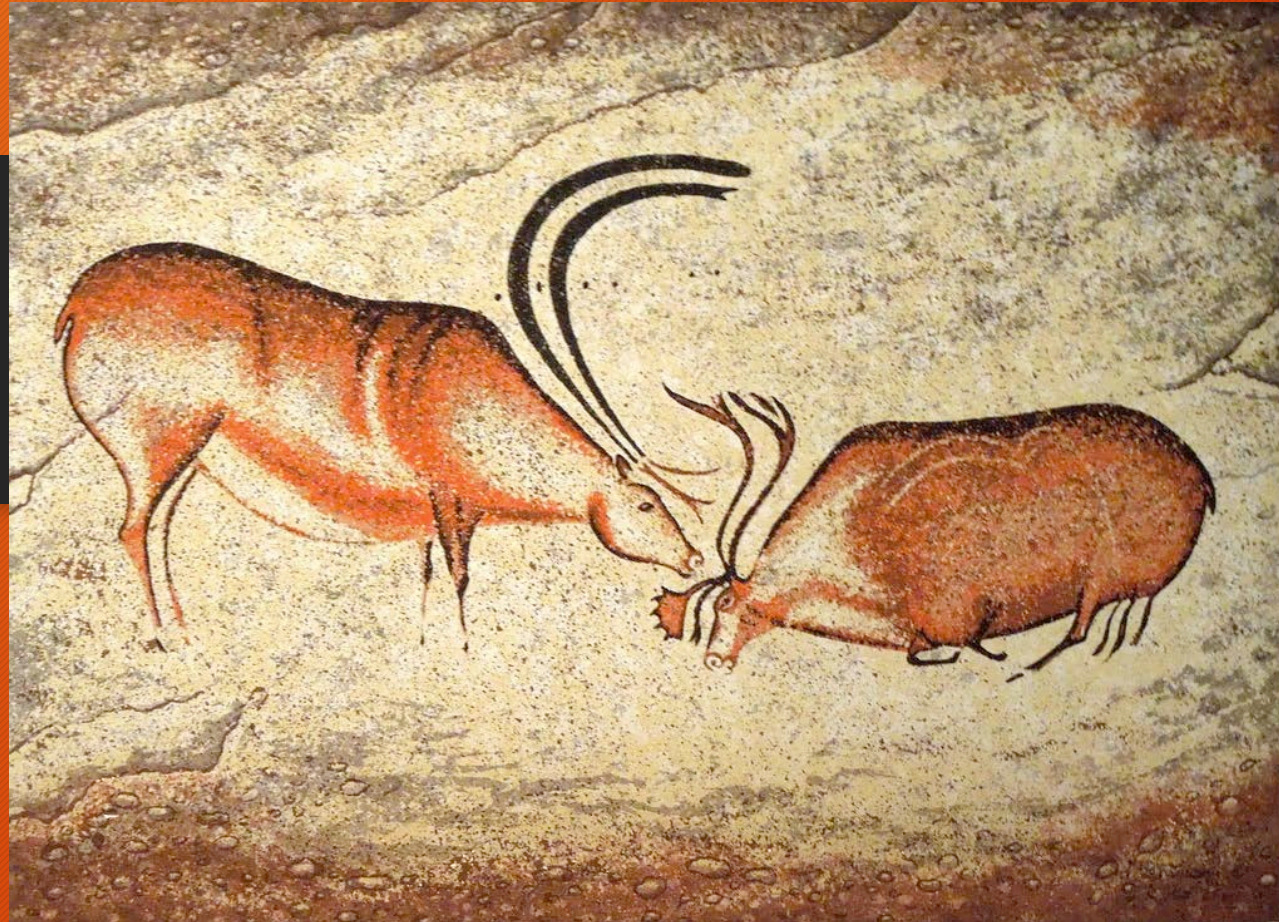


Photo: ethnotraveler

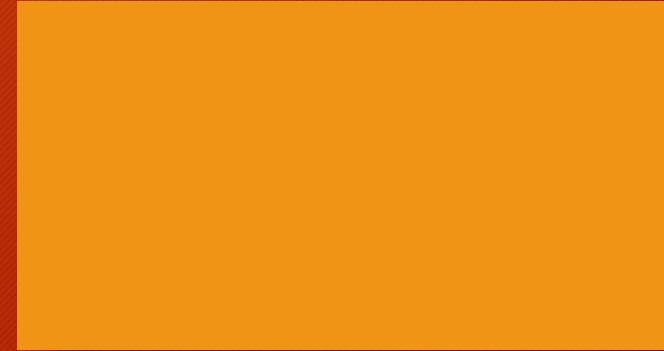
The History of Print!

A timeline for printing:

<http://www.historyworld.net/wrldhis/PlainTextHistories.asp?ParagraphID=fmf>



An historical perspective.



An historical perspective.



35,000 BC, Cave paintings Europe, Brazil and other locations

20,000 BC **Petroglyphs**,
Newspaper Rock Utah



10,000/5,000 BC, Clay tokens used in
Mesopotamia.
Sumerians “invent” first written language
Cuneiform.
Purpose record keeping and track
commerce.

An historical perspective.



3,000 BC, Egyptian hieroglyphic, meaning sacred writing, Includes an alphabet, syllabic and **determinative**.

1,800 BC **Code of Hammurabi**, carving on stone stele, recoding law and punishments.

1,700 – 500 BC Phoenicians develop a written language



500 BC Roman Alphabet, 23 letters

An historical perspective.

10 BC to 400 AD, Chinese use bamboo as a **substrate**. Paper invented in China, tree bark, hemp and cloth.

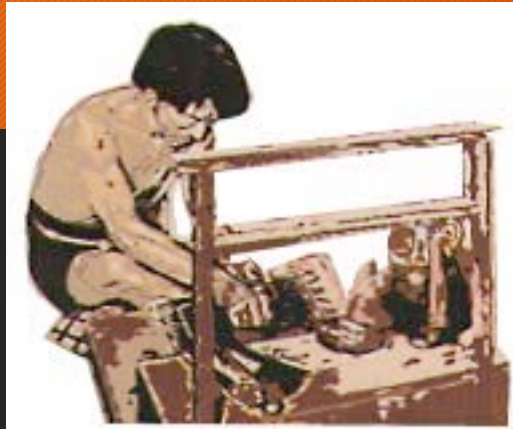


Upper case **Uncial** and lower-case half Uncial letters developed in Europe



400 AD Dark Ages begin in Europe, hand copied manuscripts - scriptoria

An historical perspective.



1032 AD Chinese artisan Pi Sheng makes individual, moveable clay characters.

1397 AD Bronze moveable type developed in Korea

1450 AD Johann Gutenberg invents moveable type **matrices**, over 300 letters, **ligatures**, abbreviations
And, YES, the printing press or the process of printing.

<https://page2media.brio.viddler.com/groups/6624/media/02-03-communication-in-ancient-times-1>



JOHANN GUTENBERG was born in Mainz Germany, little is known of his early life, but most historians agree that he was trained as a goldsmith or a gem cutter. Some time later in his life he became a partner in a printing firm located in Strasbourg. His invention of movable type printing is credited as the starting point of the printing revolution.

The importance of this use impacts not only printing, but the development of the Renaissance, Reformation, the Scientific Revolution and Age of Enlightenment.

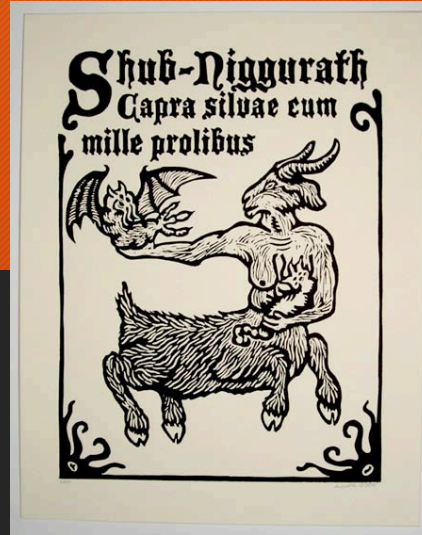
Johann was the first **European** to use movable type.

He is also credited with the invention of mass-produced movable type, oil-based inks, a wooden screw type press (wine press), but the key to his fame is the convergence or combination of these elements into a process.



The book known as the Gutenberg Bible was first shown in page form at a trade fair in Frankfurt in the year 1455. The complete book was shown about a year later. The book did not bear the printer's name, overtime it became know as the Gutenberg Bible.

<http://www.hrc.utexas.edu/exhibitions/permanent/gutenberg/>



<http://www.instructables.com/id/Creating-cutting-and-printing-your-own-woodblock/>



The Renaissance or “rebirth”.

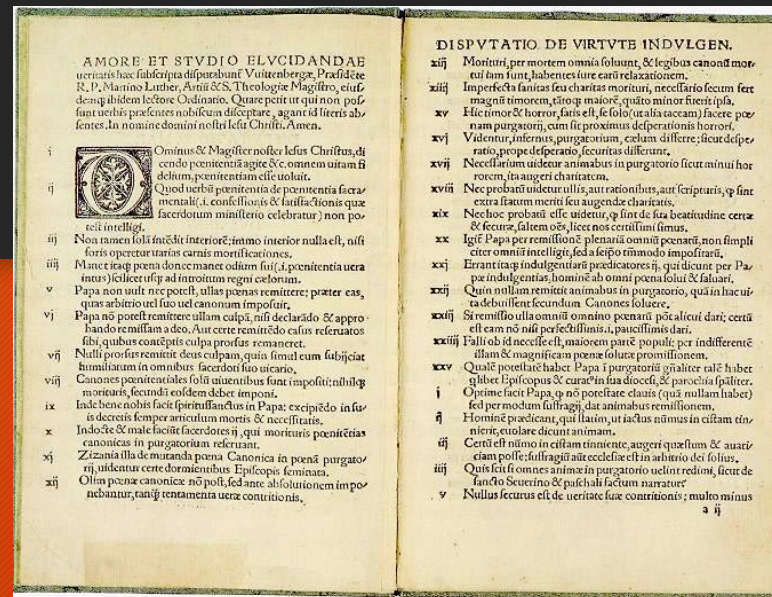
Began in Italy in the 14th (1300) century, the movement spread to England and ended around 350 (1600/1700) years later. The ideas generated by the Renaissance spread via books allowing a larger audience to **gain knowledge in their native language**, not only in Latin. Some believe that Gutenberg’s invention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



The Reformation

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

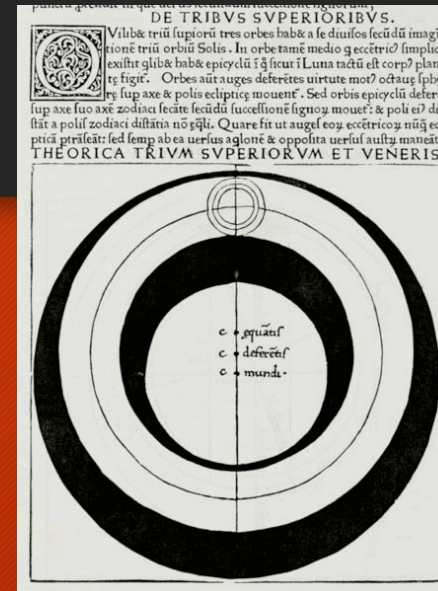
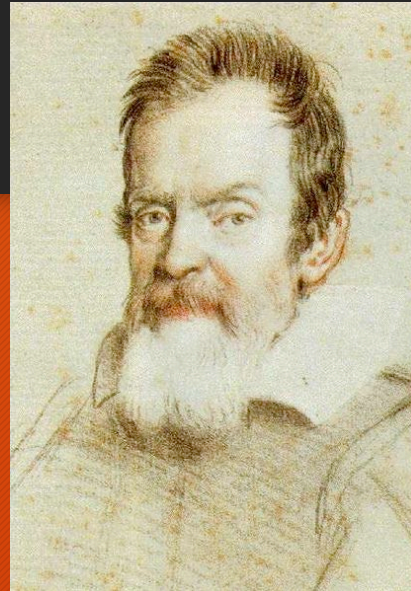
“many other factors, such as the mid 15th-century invention of the printing press”



The Scientific Revolution

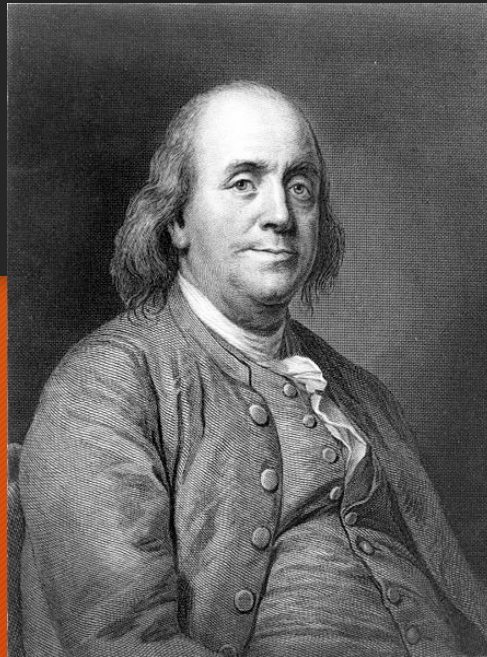
Began at the end of the Renaissance extend to the what was called the Age of Enlightenment.

“exchange of information, theory and ideas”



Age of Enlightenment

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.”



Nieman Journalism Lab

April 7, 2010, Noon

[The Gutenberg Parenthesis: Thomas Pettitt on parallels between the pre-print era and our own Internet age.](http://www.niemanlab.org/2010/04/the-gutenberg-parenthesis-thomas-pettitt-on-parallels-between-the-pre-print-era-and-our-own-internet-age/)

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EXTRA CREDIT: Develop a paper, two pages, single space 11-point type about Pettitt's opinion and how his discussion relates to this class.

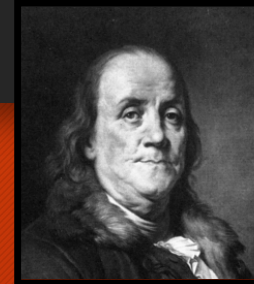


Moveable Clay Type – Bi Sheng

1041-1048 A.D. - China



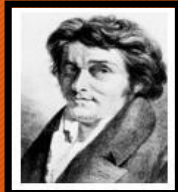
Printer, Publisher, Benjamin Franklin
1738 – Philadelphia, PA



Moveable Metal Type and Press

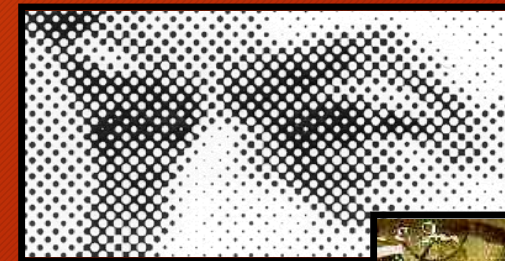
Johann Gutenberg

1440 – Mainz, Germany



Lithography – Alois Senefelder

1796 – Munich, Germany



Halftone Screen – Frederick Yves
1866 – New York, NY



What is Print - Printing?



Dirty, smelly, dying



Dirty, smelly, dying

[https://www.smithers.com/resources/2018/mar/global-printing-market-to-top-\\$821-billion-by-2022](https://www.smithers.com/resources/2018/mar/global-printing-market-to-top-$821-billion-by-2022)

<https://www.ibisworld.com/united-states/market-research-reports/printing-industry/>

Highly responsive,



<http://www.proactive.marketing/print-media-to-promote-your-website/>

Proven source,



Positive ROI,



Questions?



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.

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Expected Print by Function 2021

Inform or Communicate	46.23%
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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?

PRODUCT LOGISTICS

Has anyone purchased a smart phone?
A computer? Headsets?
Shoes, sneakers, clothing?

Print - Printing an Overview?

MARKET, PROMOTE AND SELL

Direct Marketing?

Signage?

OOH?

Direct Mail?

Print - Printing an Overview?

MARKET, PROMOTE AND SELL



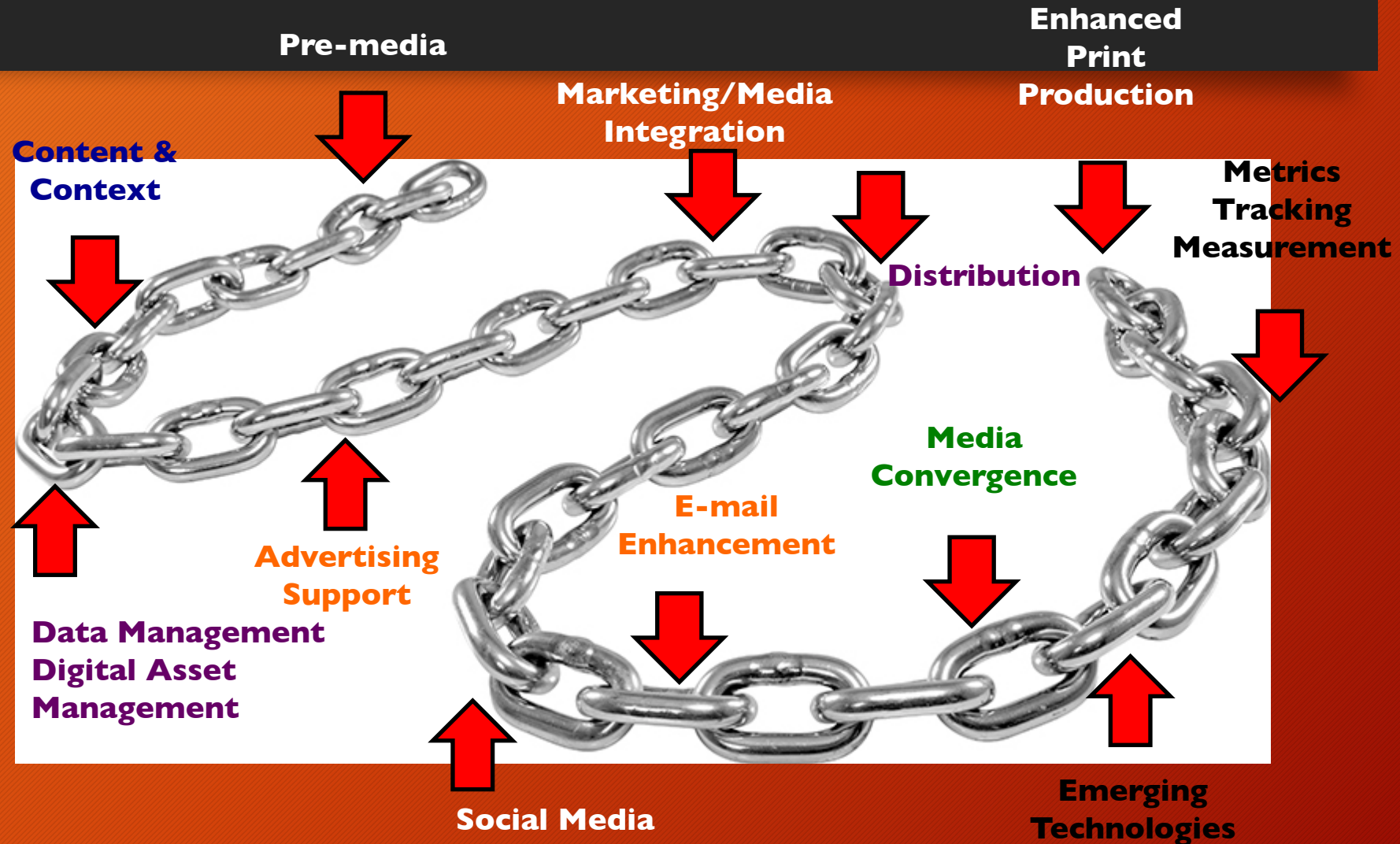
Need a job?



Chain of Communications.



Chain of Communications.

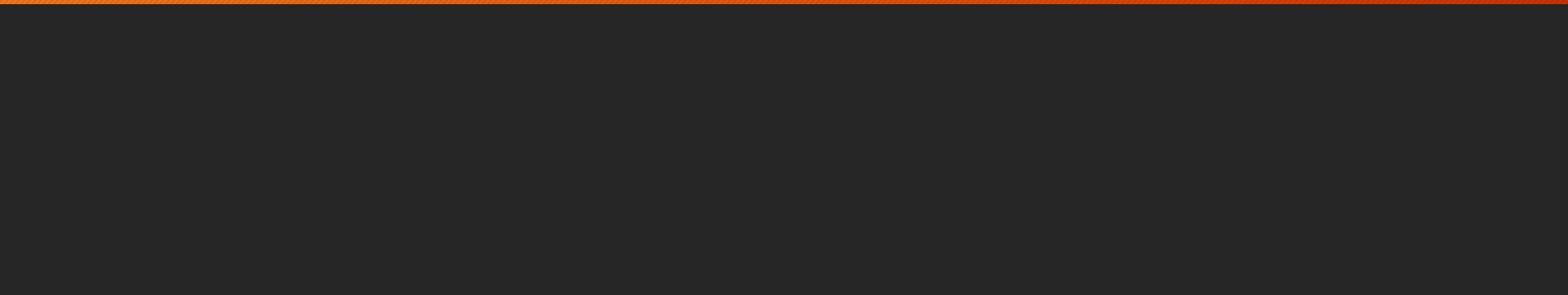


www.bls.gov



Summary

Media and print changed due to:



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

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- 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.

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 ▾

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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 and determine what file type they require!

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

<http://resources.printheadbook.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/>

Homework Assignment

Please bring to class next week, a printed sample of a Logistic, Market, Promote and Sell and, Print Media/Publishing, sample.

Make sure the sample is clean and can be handled in class.

Course Review

Please open the Syllabus and let's discuss the course details.

Preview Next Session

Discuss Raster, Vector file formats, correct document setup, Introduce the Mid-term Project. What is page imposition. In class assignment business card options.

Discuss advertising strategies, ad size, magazine and newspaper business model.

Print Production for Designers

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