Production for Designers

Session Five: October 5, 2020

Review Session Four:

The Term Project

What is Production?

When does Production begin and ends?

Review Session Four:

Digital and Legacy Media Production Workflow
Production Workflow
The Life of a File
Digital Print

Term Project

A review and discussion

In-class Project – PART ONE

30-minute writing project:

What steps, events do you think influenced Johannes Guttenberg's decision to find an alternative to expensive, handwritten and hand created documents and a process to make them available at low cost to the mass populations of Europe?
By definition Guttenberg was an inventor and for a time he experimented in a variety of inventions – to make money – that failed, in the end his invention of the process of print failed (some argue this point) and was brought to market by an investor. Provide three "reasons" for his focus on printing. Examples could be the "political situation, the education systems, the system of government, a need for new technology and/or the need to distribute information"?
Gutenberg was skilled in metalworking. For a short time, he was involved in producing special mirrors that were supposedly designed to capture 'holy light' shining from religious relics. These mirrors were typically sold to pilgrims making journeys to holy sites. This endeavor proved unfruitful, however, and Gutenberg turned his attention toward other types of inventions. He began taking out loans to build printing presses. These were modeled after screw-type wine presses. He began experimenting with typeface, and by the late 1430s, had perfected a printing machine that made use of movable typeface.

Yes, the simple answer is money, but that is not that answer I am looking for are there political, social, economic and communication reasons for the development of the both process. What about the technology needed to "run" a process a process like the Internet.

What is Production?

An interactive Discussion

Design and Prepress Workflow

https://page2media.brio.viddler.com/groups/6594/media/05-01-chapter-overview-design-and-prepress

What is Production?

An interactive Discussion

Folding and Imposition Basics

https://page2media.brio.viddler.com/groups/6594/media/05-05-folding-and-imposition-basics

What is Production?

An interactive Discussion

The way it was.

https://page2media.brio.viddler.com/groups/6594/media/05-06-pre-digital-page-design-tools

Questions?

A break

When does the Production process begin?

A review and discussion

https://www.smartdraw.com/swim-lane-diagram/examples/prepress-process-flow-swimlane/

https://www.google.com/search?sxsrf=ALeKk02_F1-4f7P3Bd2vkhlXHgaeZGoY9A:1601663879307&q=pre-press+workflow+charts&tbm=isch&chips=q:prepress+workflow+diagram,g_1:printing+process&usg=AI4_kTrqfqlgE8XRjrYzYiF_7hSwL7R0g&sa=X&ved=2ahUKEwiei830xpbsAhWchXIEHX5RC5

Preflight for Graphic Designers

https://page2media.brio.viddler.com/groups/6594/media/05-19-preflight-basics-for-graphic-designers-1

Overview of PDF and PDF/X

https://page2media.brio.viddler.com/groups/6594/media/05-11-overview-of-pdf-and-pdfx

Questions?

A Break

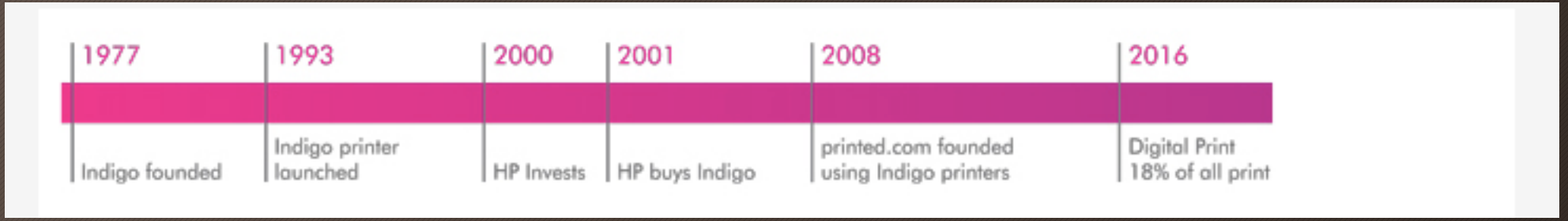
Digital Printing

An Overview

The History of Digital Printing

Supportive Websites

https://www.printed.com/history-of-digital-print



What is a Digital Printing Press?

A discussion

What is a Digital Printing Press?

Your answers?

Digital Print – Convergence of mediums

What key changes needed to be made in the process of print.
To allow the development of a digital format which we call digital printing?

What is this all called?

Questions?

A Break

In Class Assignment: Part Two

Based on our session what steps, ideas, technology, process and to be developed prior to the “invention” of digital printing.

Next Week, Wednesday October 14, 2020

Review of today's topics
What is Color and our Guest Speaker.
The importance of color and how color is impacted by the medium used, print, digital print or the internet.

Guest Speaker

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George Kondogianis

http://www.kondogianis.com/

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The art and science of color management

Mid-Term Assignment

Next deadline is approaching.

Print Production for Designers

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