

Production for Designers

Session Six: October 14, 2020

Print Update:

<https://www.wideformatimpressions.com/article/printed-electronics-is-the-technology-of-tomorrow/>

<https://mailchi.mp/posterhouse.org/announcing-the-letterpress-posters-of-amos-kennedy?e=f663043370>

Print Update:

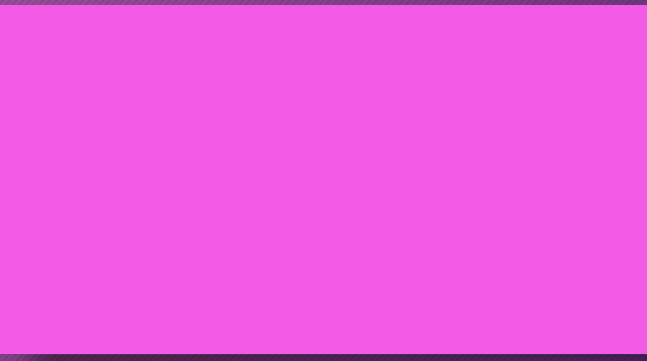
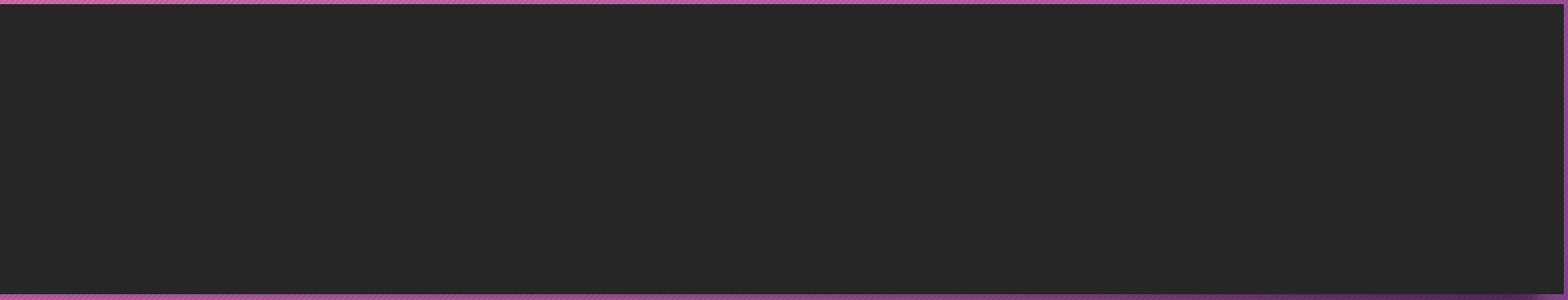
https://urldefense.proofpoint.com/v2/url?u=https-3A__www.paperspecs.com_gallery_identity_circular-2Dbusiness-2Dcards_&d=DwICAg&c=pRW6ZPn_LDv0DnDIAK65Ad0CA4hBS-2mAmNa2_oHfF0&r=KKmOsKkxK9cTnlamldu2SBJuzi3nAZuV52R9CArSnYo&m=FserK64kY2zPFdtpTPCBy5tPdleo7I9PqkOvFp4Fa9c&s=Jt8SOPPe7GxViMT_nUEMZKC93Gw9h4QWdXtuCH3Qz5g&e=

Review Session Five:

THREE events that changed the world.

The development of the Process of Print

The development of the Internet



Rebus Principle and the Development of the modern -
Worldwide Alphabet.

<https://www.pbssocal.org/programs/nova/a-to-z-the-first-alphabet-yakgdt/>

Today's Agenda:

Color

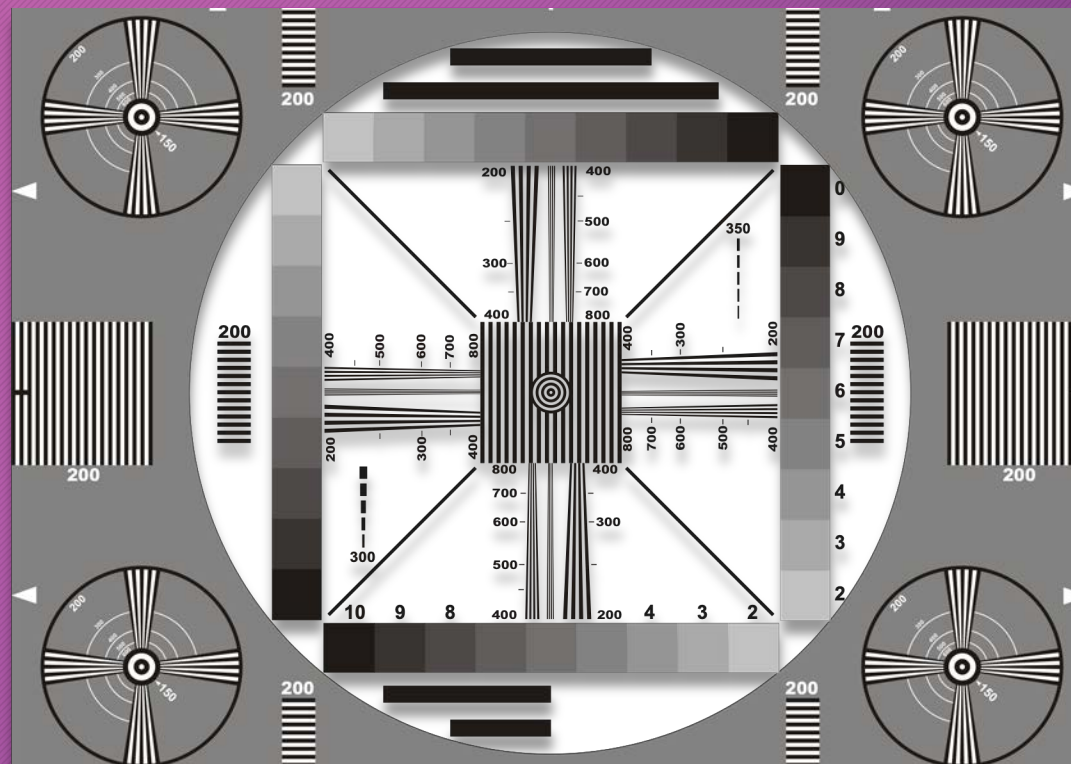
Guest Speaker

Color Management

Color and Printing

Color Proofing

What is this?



Color - What is this?



Color - What is this?

<https://www.youtube.com/watch?v=id7UDBscYyU>

Color - What is this?



Color - What is this?



What is Color?

<http://cas.sdss.org/dr6/en/proj/basic/color/whatiscolor.asp>

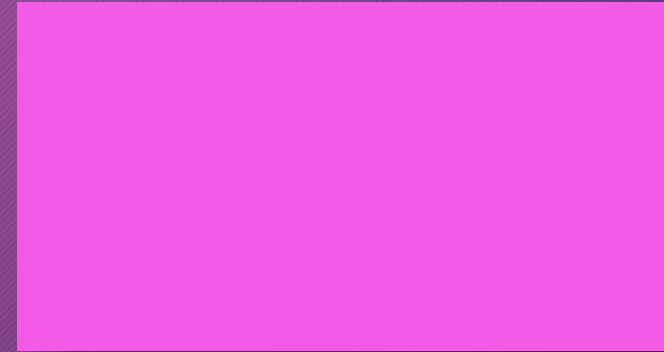
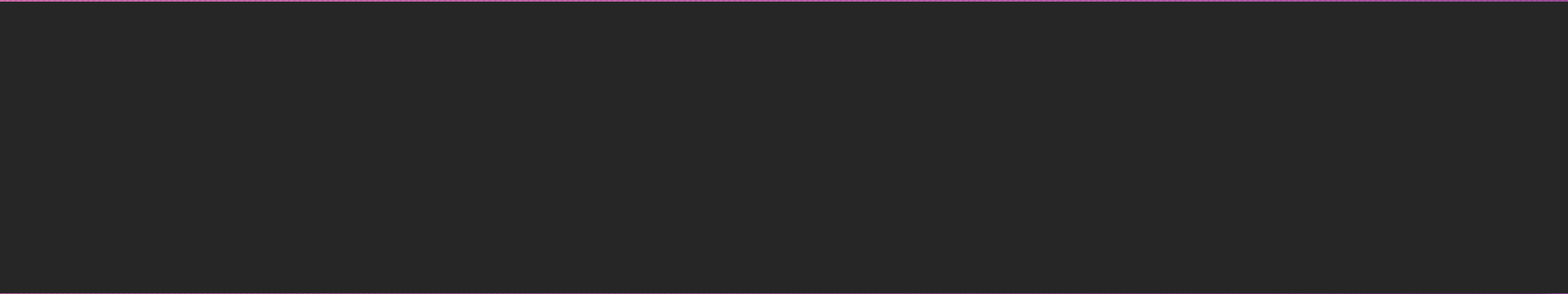
<https://www.pantone.com/what-is-color>

<https://blog.colornavigator.net/what-is-color>

What is Color?

Perception, theory and use!

What is light?



What is light?

Simply, light is a name for a range of electromagnetic radiation that can be seen by the human eye.

What is light?



Image: Courtesy Pantone

What is light?

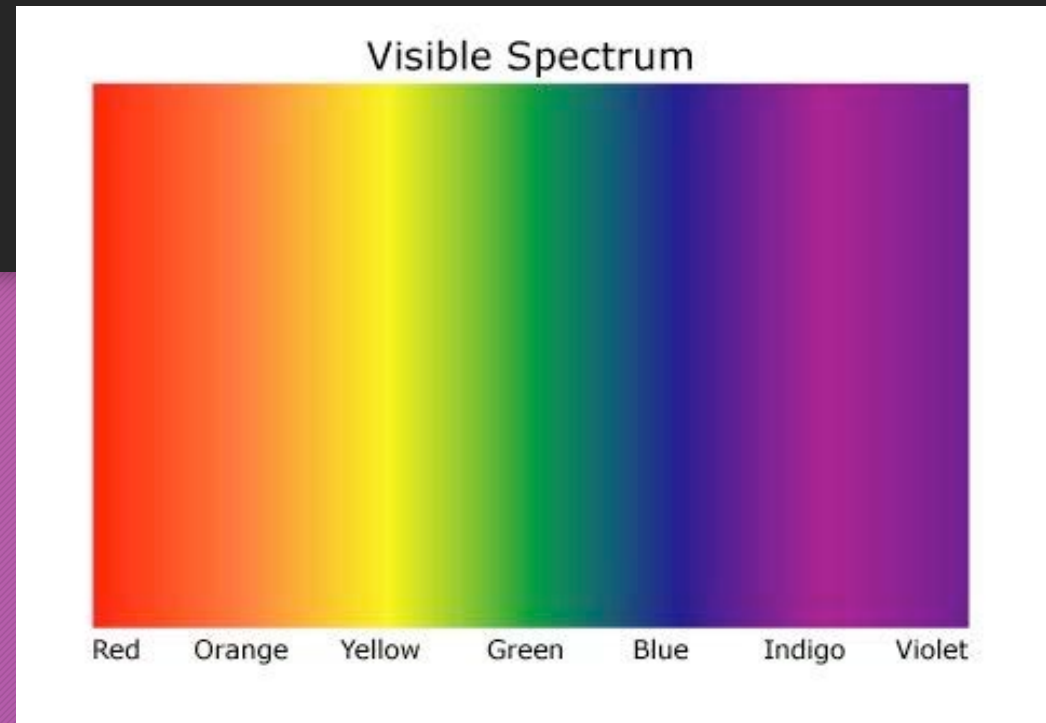


Image: Google Images

GRA 1111
Graphic Communications Workshop

What is light?

Light is only one part of the electromagnetic spectrum including radio, microwave, infrared, visible, ultraviolet, x-ray and gamma rays.

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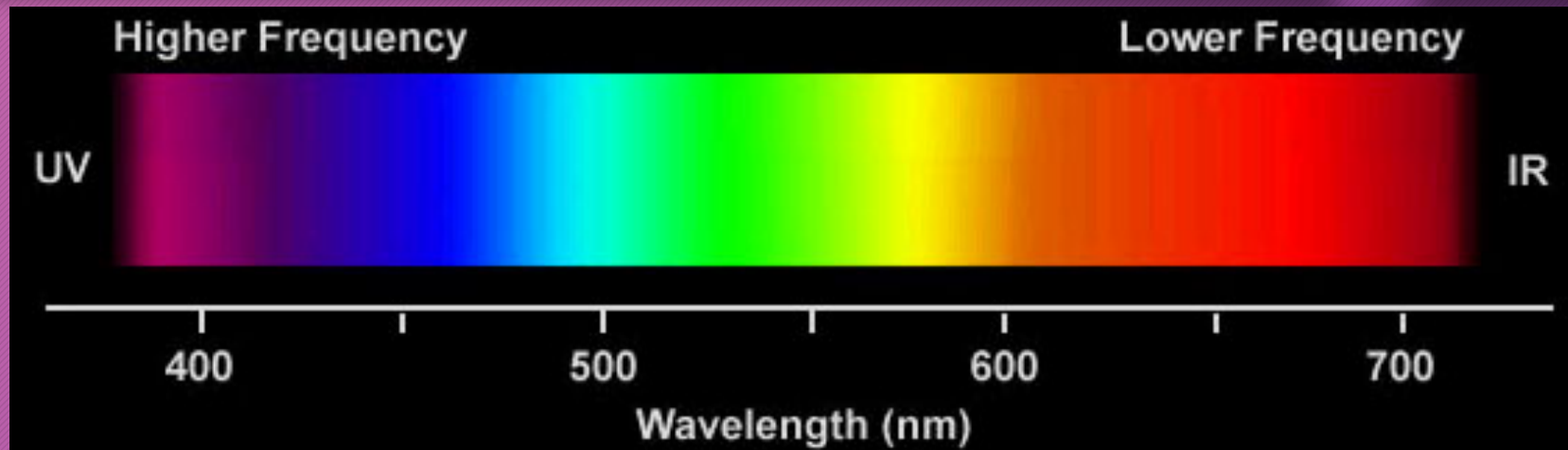
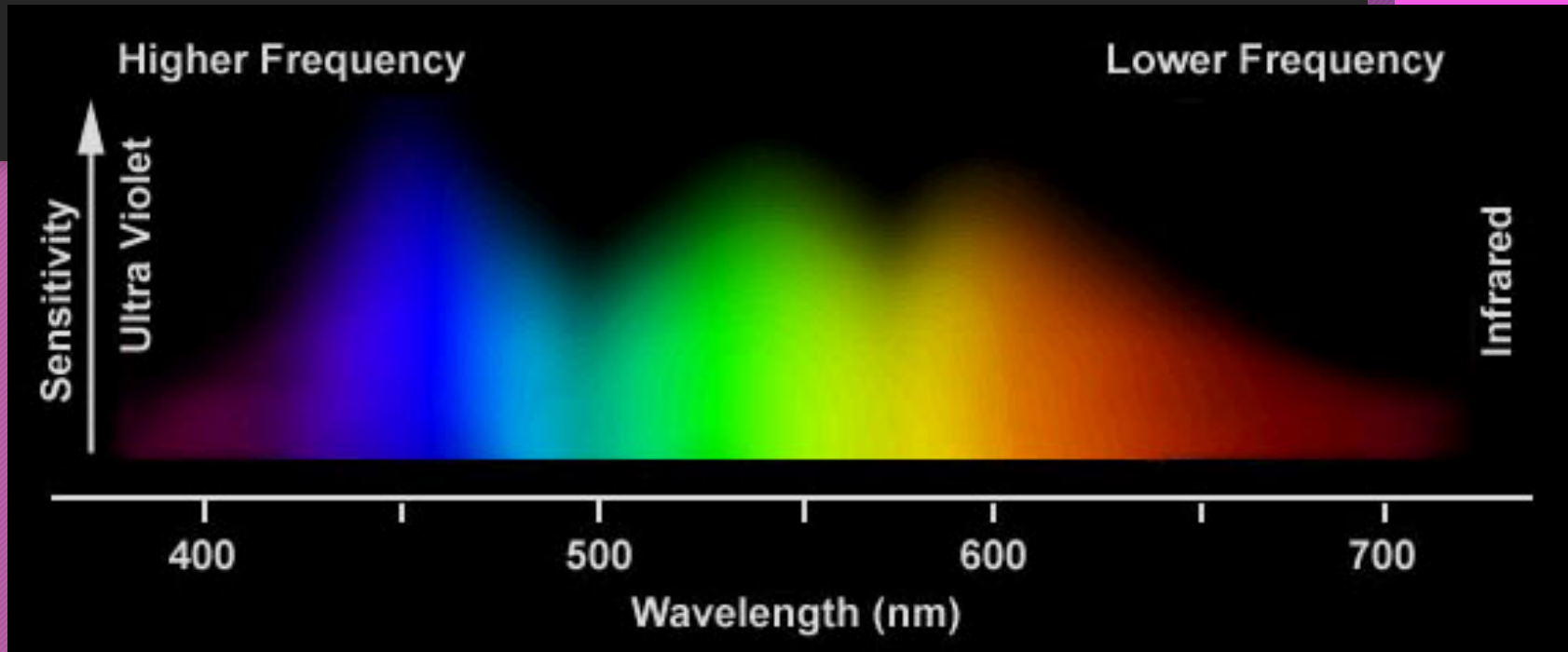


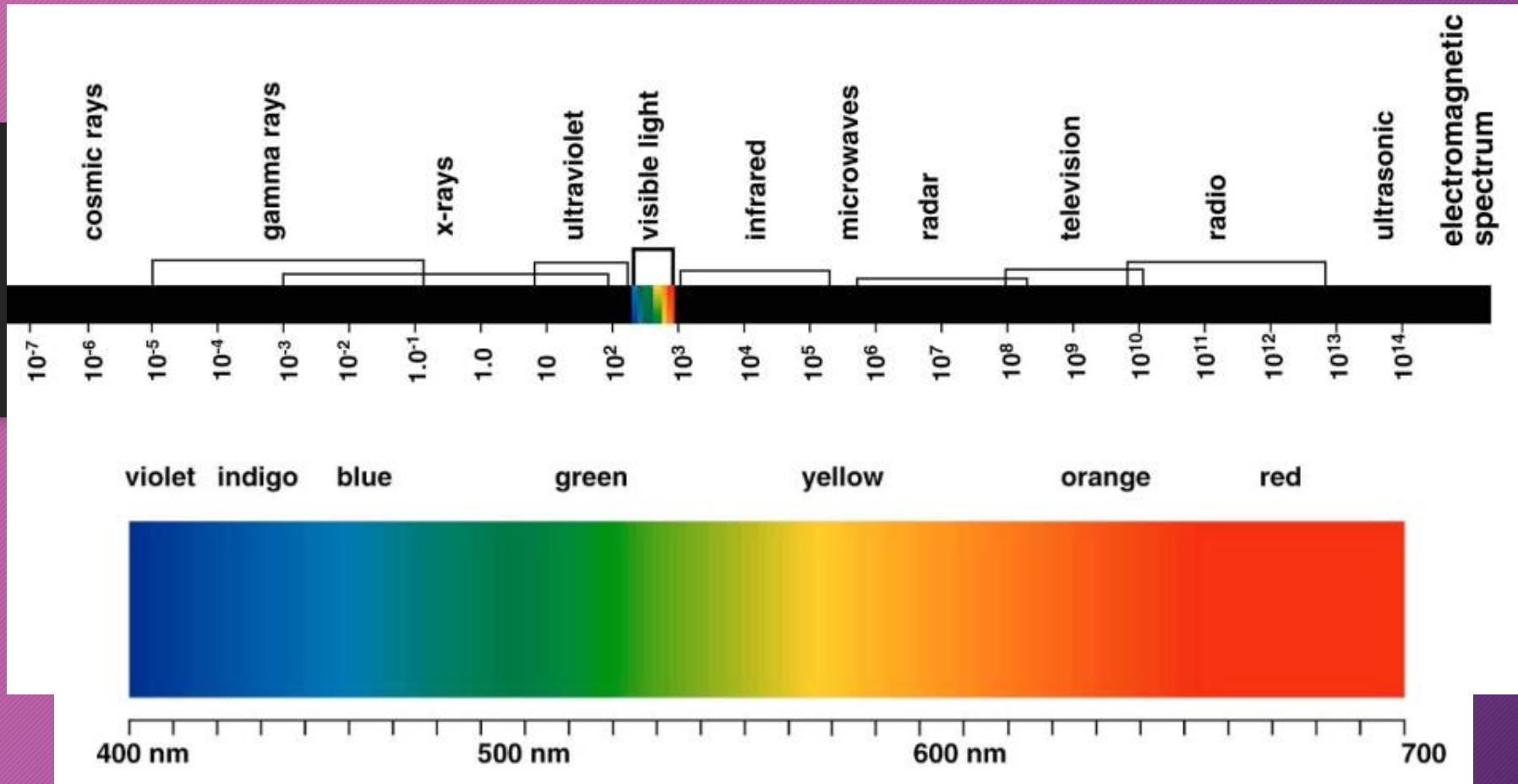
Image: Courtesy Pantone

What is light?

Light is only one part of the electromagnetic spectrum including radio, microwave, infrared, visible, ultraviolet, x-ray and gamma rays.



What is light?



What is color?

Color, is the visual perception, a human perception that allows us to “view” the categories called red, blue, yellow, green and others.



Image: Courtesy Pantone

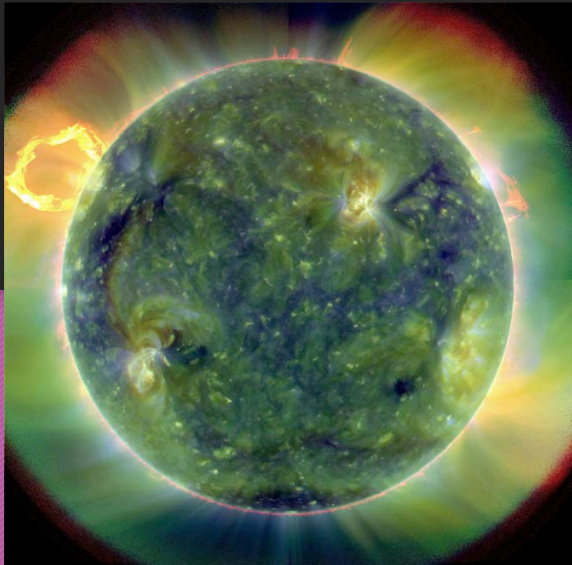
What is color?

Color, is a visual sensation that involves a light source,
an object and a viewer.



What is color?

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What is color?

Color, is a visual sensation that involves a light source, an object and a viewer.



WHAT COLOR IS GRASS?



WHAT COLOR IS GRASS?



A. Green?

WHAT COLOR IS GRASS *AT NIGHT?*



WHAT COLOR IS GRASS *AT NIGHT?*



B. Grey???

WHAT COLOR IS GRASS?



A. Green?

What is color?

Why, does red look red, or green look green?



What is color?

Why, does red look red, or green look green?

Red looks red and green looks green because the items (red or green) absorbs **all other colors**, reflecting the colors red, or green.



What is color?

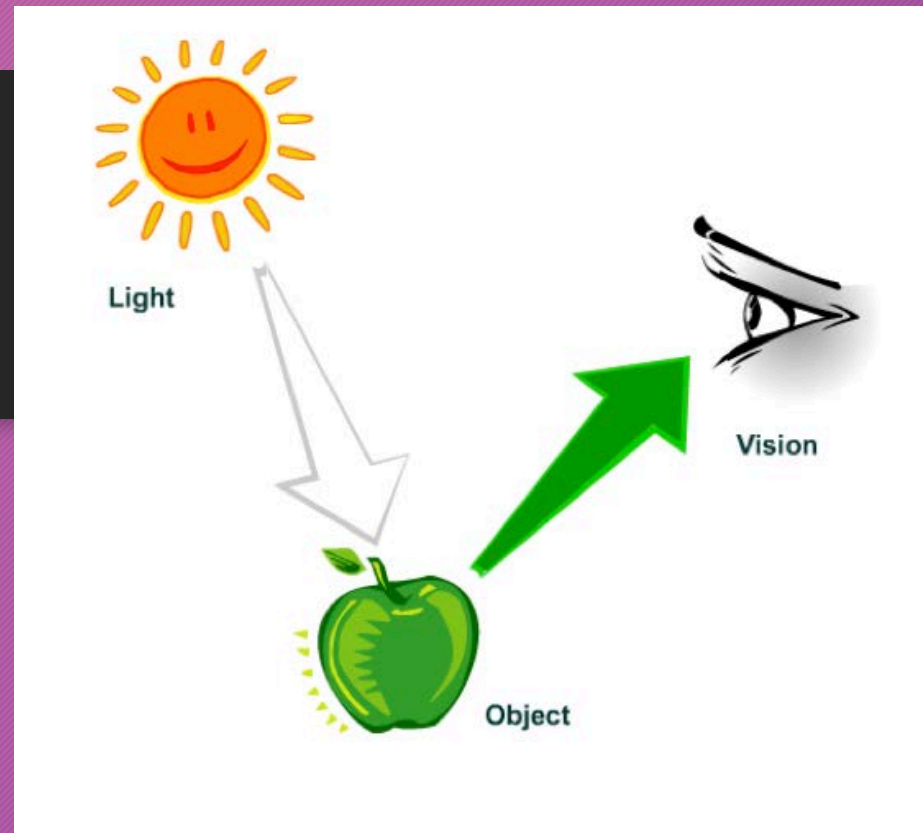
Why, does red look red, or green look green?

When any object is exposed to light, it reflects the color
in the prism that it cannot absorb.



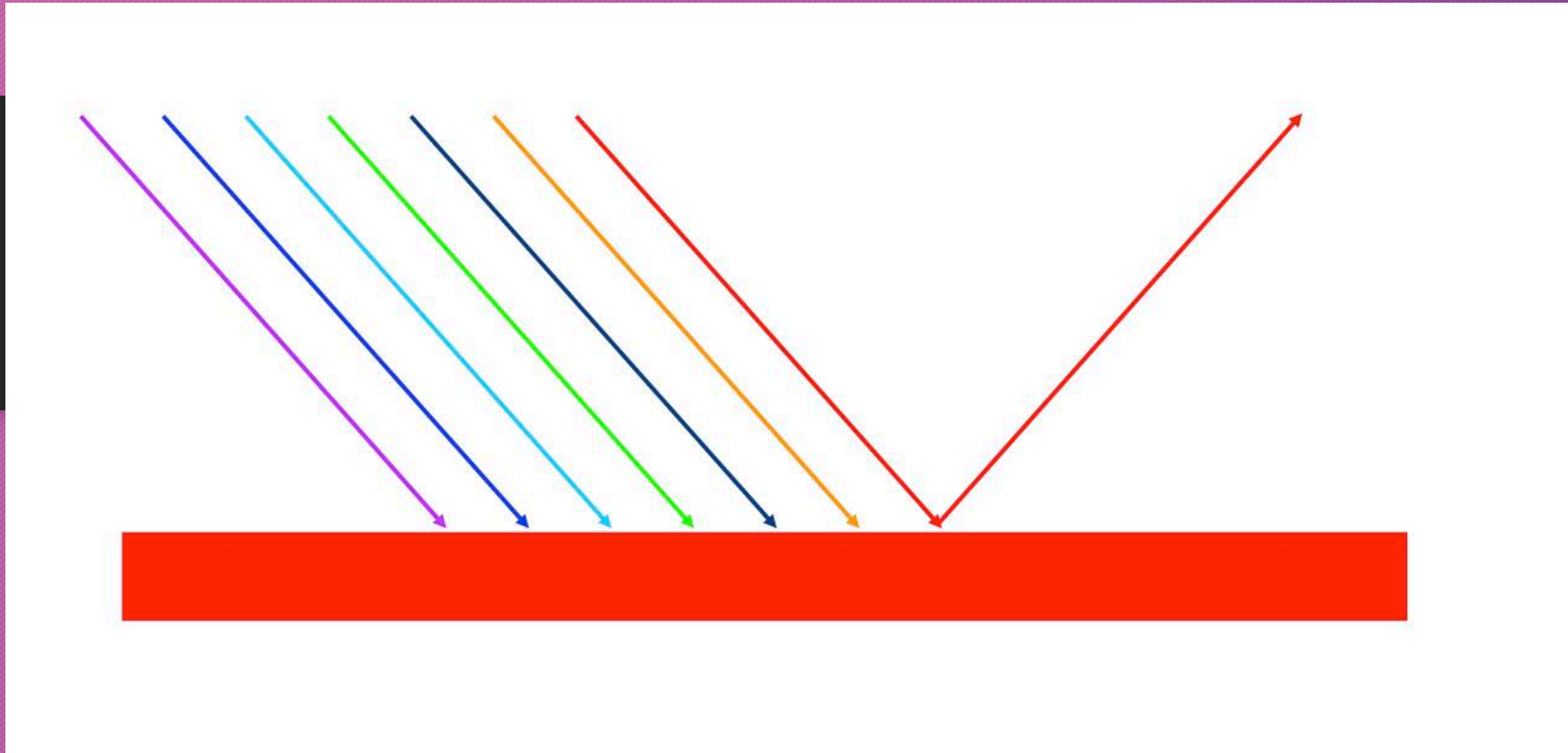
What is color?

Why, does red look red, or green look green?

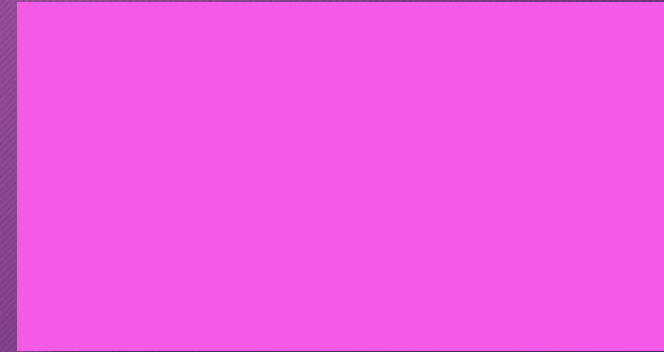
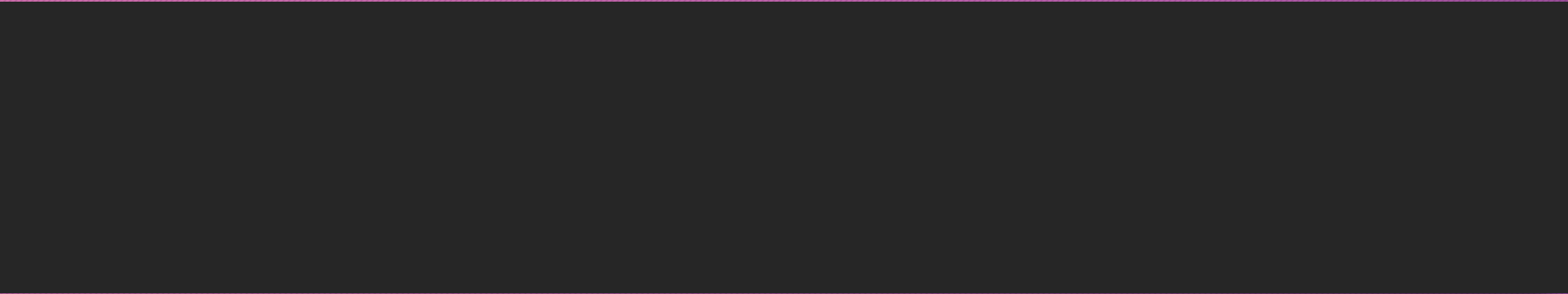


What is color?

Why, does red look red, or green look green?



Is light the same as color?



Is light the same as color?

Light: reflected, absorbed, or transmitted

An object is "**colored**," because of the light it reflects—all other colors are absorbed into that specific object.

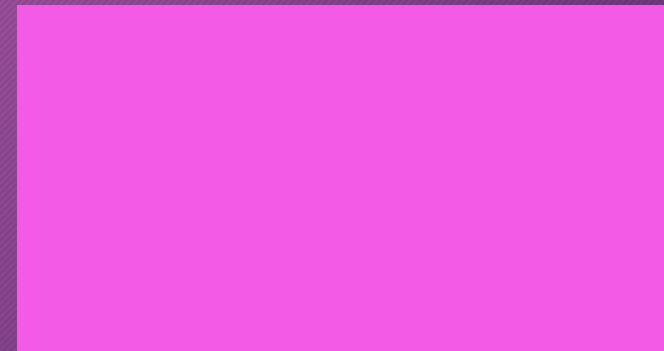
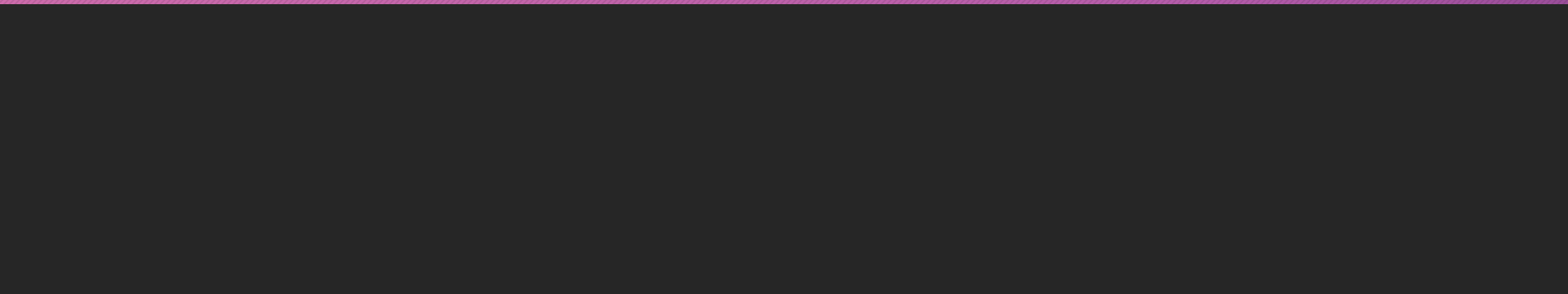


What is color?

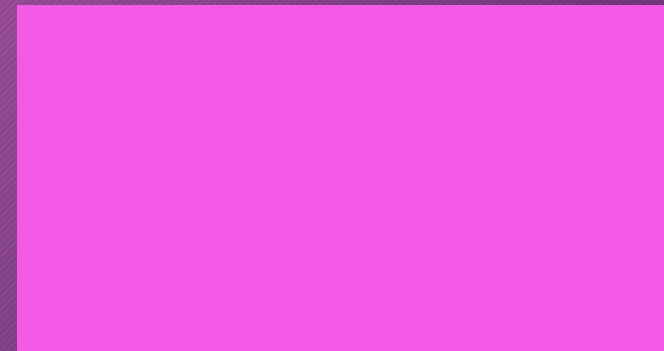
Color can also confuse the mind and need to be used with understanding and care.

Blue, Brown, Green, Yellow, Red

What do you see?



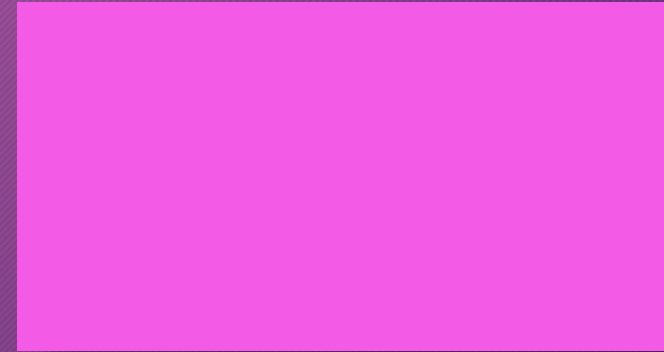
Blue



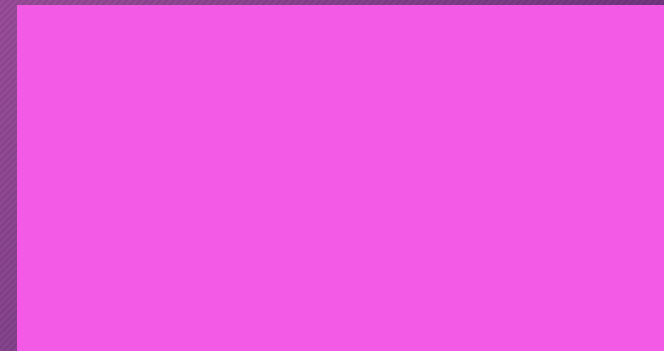
Brown



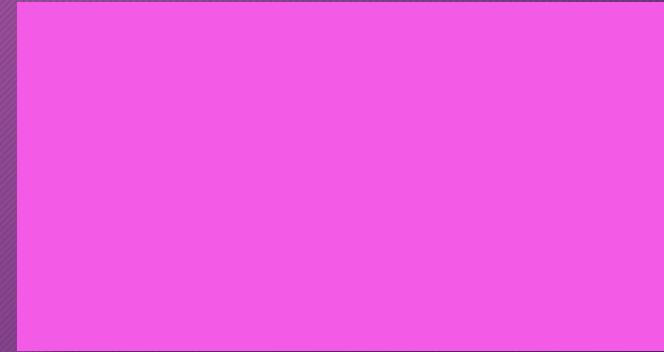
Green



Yellow



Red



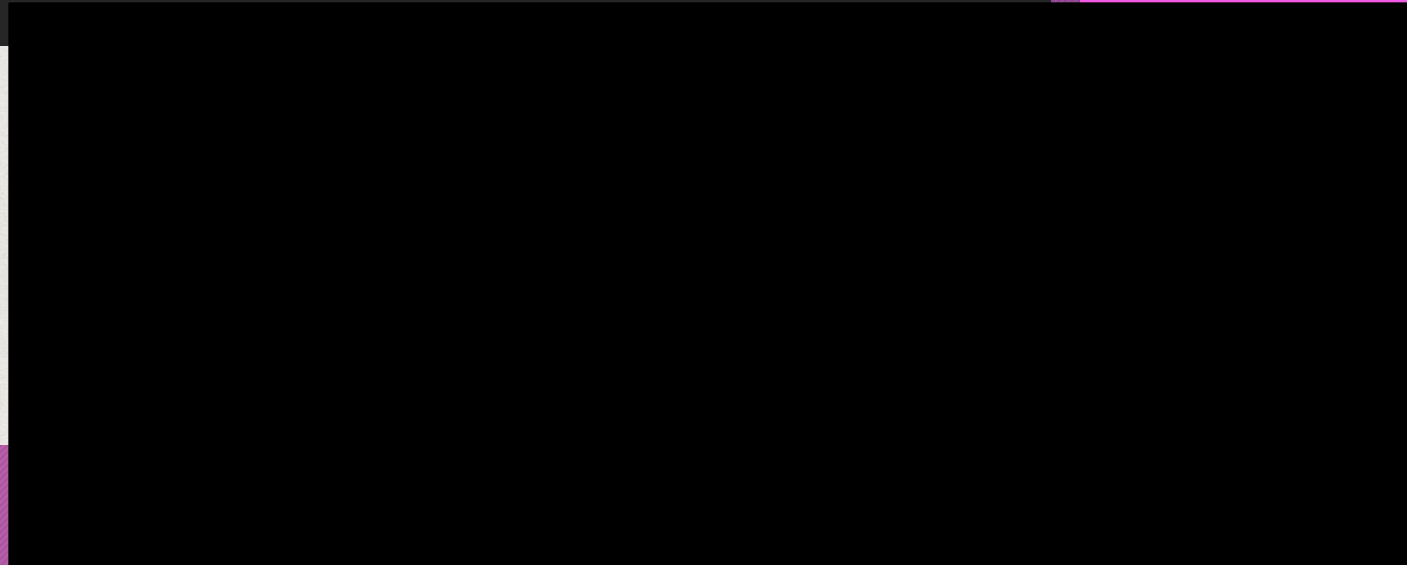
What did you see?

What is color?

The Stroop Effect!



The Stroop Effect

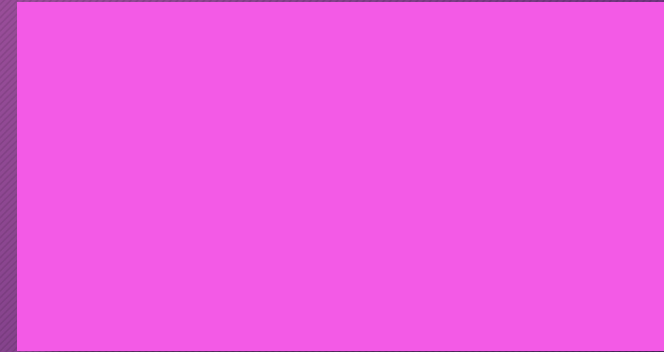


The Stroop Effect



THE STROOP EFFECT Glance at the image to the left and, as quickly as you can, name the animal whose shape is pictured. Chances are you had to stop and think, even if imperceptibly. The reason is the Stroop effect, a type of interference that occurs when the brain has to resolve conflicting meanings. Interpreting what a word means is automatic, so overriding “fish” with “pig,” say, likely takes a split second. Named for the psychologist who described the phenomenon, the Stroop doesn’t affect everyone—like those who can’t read the words in the first place. —Luna Shyr

Why is color important?



Why is color important?

Over **78%** of all perceptions are done by eye.

Over **65%** of all purchasing decisions involve color.

Why is color important?

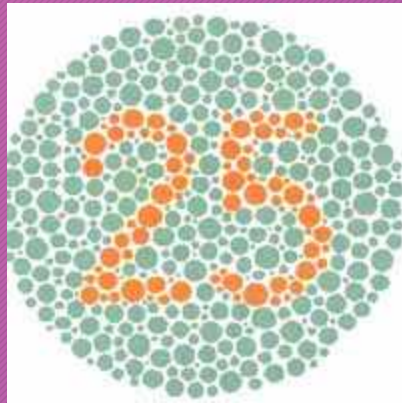


Color Blindness

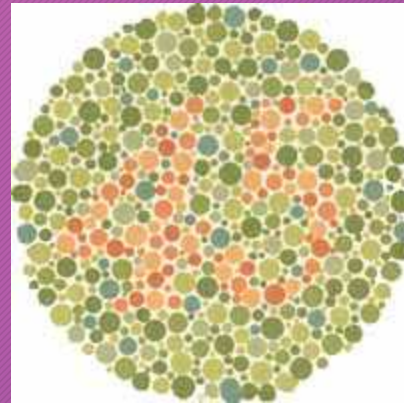
Take the test!

This is not an official test this is more like a parlor trick.

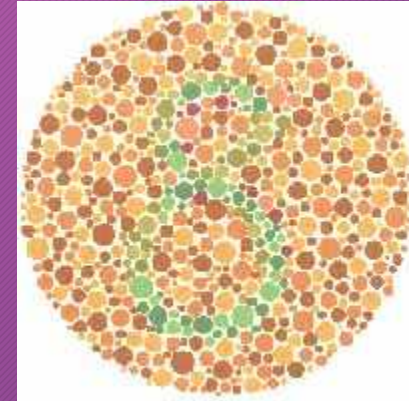
What do you see?



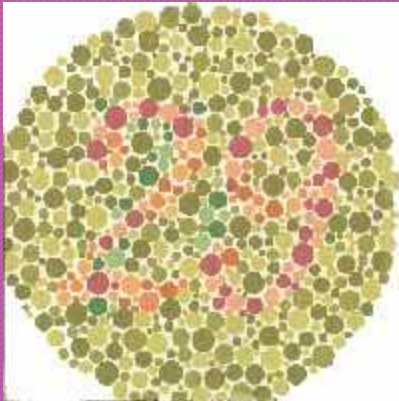
What do you see?



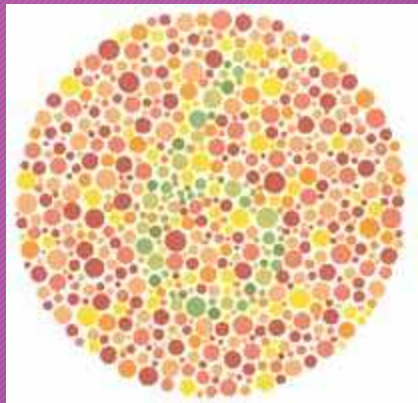
What do you see?



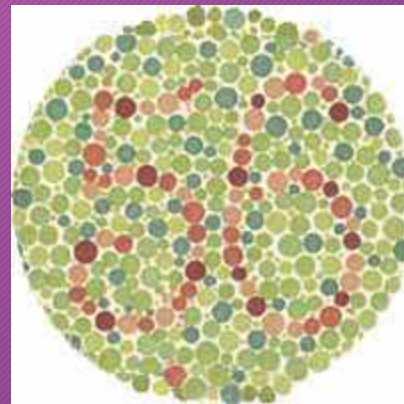
What do you see?



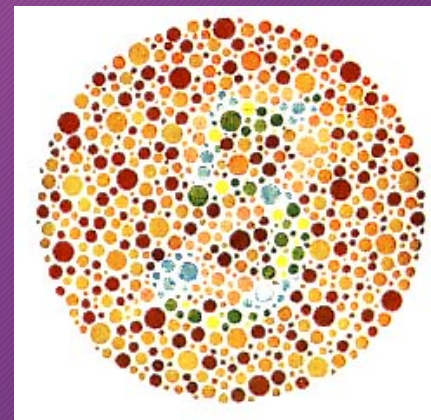
What do you see?



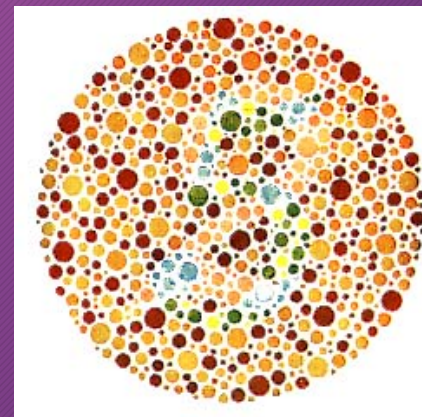
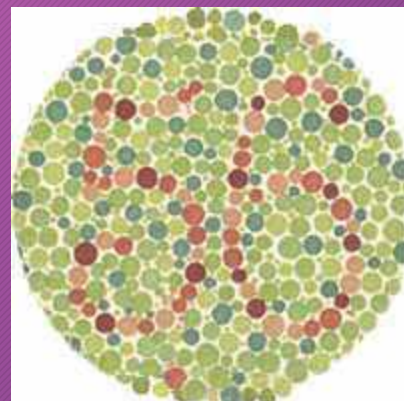
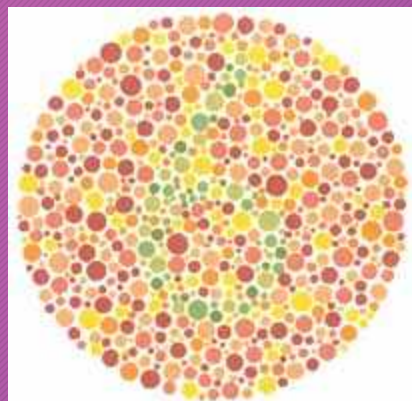
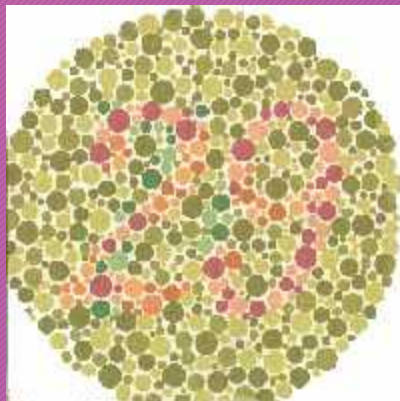
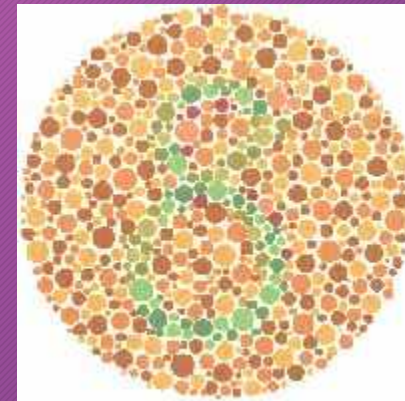
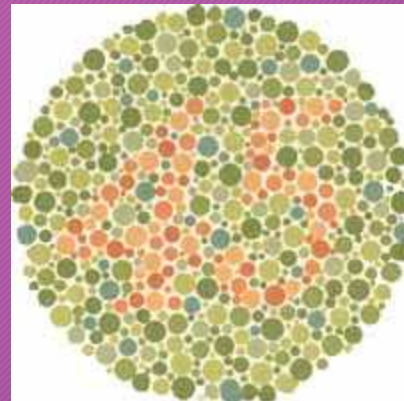
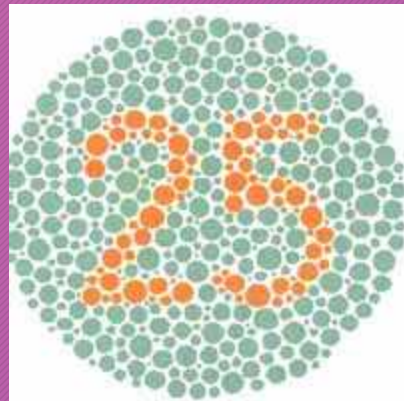
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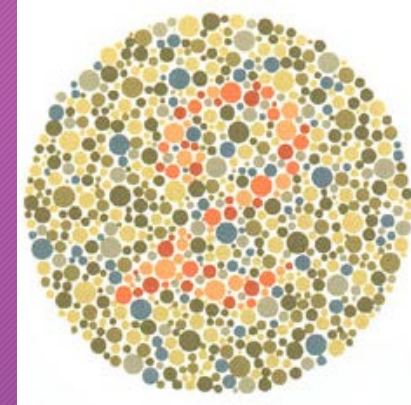
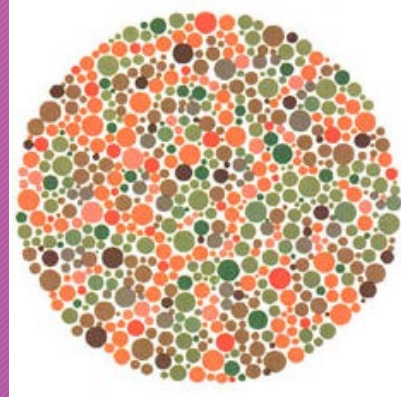
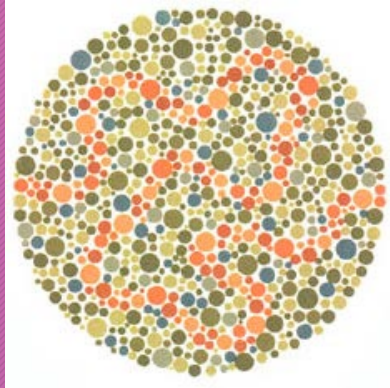


What do you see?



What do you see?





<http://www.colblindor.com/2012/10/22/ishiharas-test-for-colour-deficiency38-plates-edition/#prettyPhoto>



LEMON
SAGE
energizing
BODY WASH
GEL DOUCHE

BODY MITCHELL

250 ml (8.5 fl. oz.)



LEMON
SAGE
thickening
CONDITIONER
REVITALISANT

BODY MITCHELL

250 ml (8.5 fl. oz.)



TEA
TREE
special
SHAMPOO
SHAMPOOING

BODY MITCHELL

250 ml (8.5 fl. oz.)

What is color?

For the graphic designer, art director, photographer, illustrator and printer color is:



What color?

Tool, Underline, Scream, Attention

A visual smack in the face

Bold face type

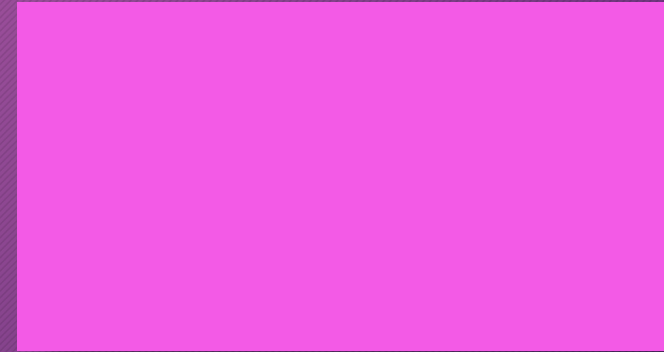
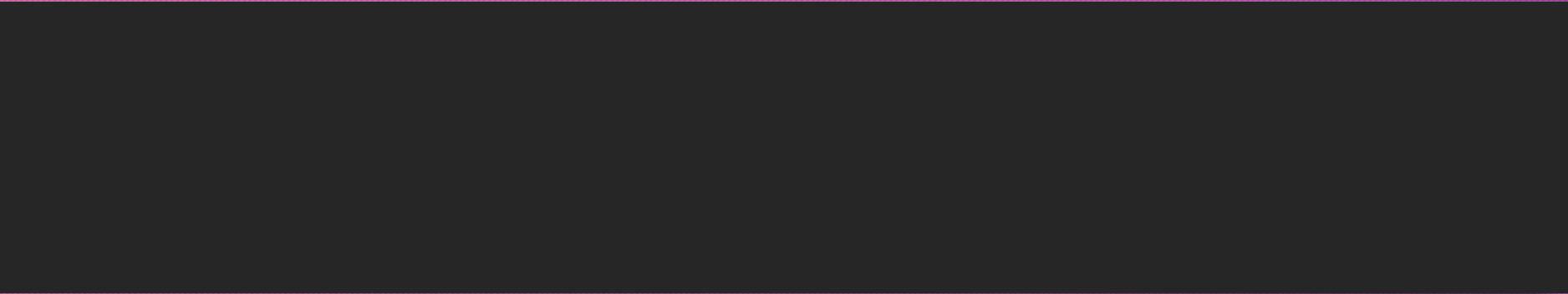
An action item, drives focus



A Colorful Overview.

<https://page2media.brio.viddler.com/groups/6595/media/06-01-chapter-overview-color-management>

A Colorful Break!



Guest Speaker

<http://www.kondogianis.com/>



George Kondogianis

<http://www.kondogianis.com/>

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we specialize in ...

<p>Fine Art Printing</p> <p>Using state of the art equipment, materials and technology along with our one-on-one approach to file preparation produces exceptional output.</p>	<p>Workflow Solutions</p> <p>Audit existing processes using 30 years of experience, update, educate and integrate solutions to produce better output, saving time and money.</p>	<p>Pre-Press</p> <p>Meet the requirements of the most demanding luxury brands for in-house pre-press and global distribution.</p>	<p>Fine Art Reproduction</p> <p>Archival quality image capture. Color correction for image destination...web, catalogue or edition prints.</p>
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memberships ...

certifications & training ...

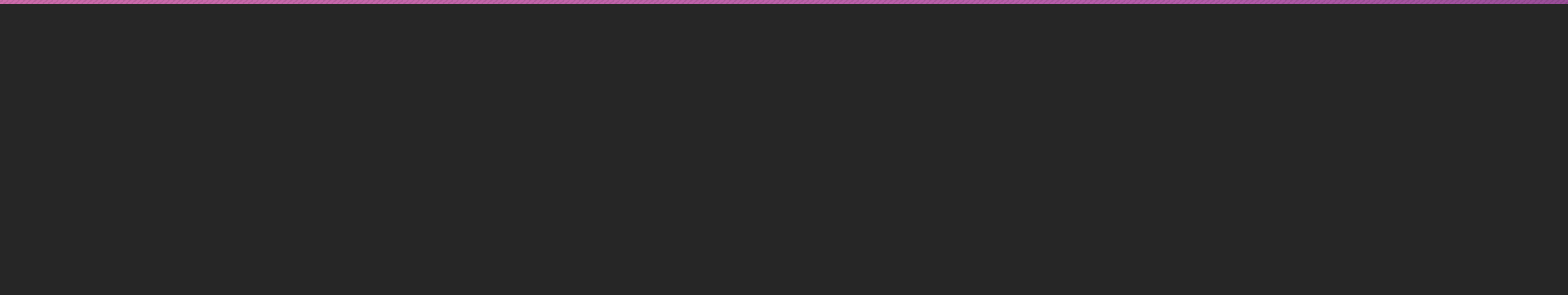
<p>BlackMagic, Megarip Northeast USA Distributor</p>	<p>Certified Installer, ColorProof, ProofControl</p>	<p>Certified Installer</p>
<p>PANTONE® Coloratti Pro</p>	<p>Northeast USA Dealer</p>	<p>Certified</p>

By appointment only. (212) 729 - 4512 Contact Us

What is Color Correction?

After the break spend 30 minutes and develop a document that outlines in Detail three (3) items, topics that you learned from this presentation, include how you plan to use this new knowledge. Once completed email the document to me.

Questions – A break.



Colorful Perception.

<https://page2media.brio.viddler.com/groups/6595/media/06-02-how-people-perceive-color>
<https://page2media.brio.viddler.com/groups/6595/media/06-02-how-people-perceive-color>

Color Management

<https://page2media.brio.viddler.com/groups/6595/media/06-05-the-challenges-of-color-management>

Next Session

Color and Printing

Generic print specifications

Digital Color

What drives color specifications/standards

Term Project Review

Mid-Term Test

Print Production for Designers

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917.597.1891