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Production for Designers


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Session Eight: October 26, 2020

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Announcements

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Announcements


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For our Communication Design Students, we will be hosting a Q & A advisement session for Freshmen and Sophomore students from 5 to 6 on Tuesday, October 27th. It will be held in Blackboard Collaborate in the COMD virtual advisement office at https://us.bbcollab.com/guest/3f460484a37e4044ac7c8e713_eba1a45


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Announcements

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Also, please take a few moments to share with your students the Communication Design Advisement Page on OpenLab. The link is at <https://openlab.citytech.cuny.edu/comd-advisement/>. This site has important information to assist students in planning their schedules such as how to view their degree audit and our department's advisement sheets.


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Summary of Color Management

Paper, Substrates and their role in production





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Is it the journey or the destination?


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Is it the journey or the destination?


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For all of us it is a combination of both.


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Is it the journey or the destination?


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There cannot be a journey without a destination, you need a starting point and an end point to fulfill the definition of “Journey”.


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What is your destination?


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Based on your own statements it varies, but there is constant, there is a trail, a path that you are following that will lead you to that, your destination.


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What is your destination?

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Production is the foundation of the building call advertising,
marketing and communications.


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Strategic, Operational and Tactical





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The Fourth Milestone, or High-Watermark.


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In-Class Assignment One

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What is paper, and what does paper (in print) mean to you?


What is a substrate, and what does a substrate (in print) mean to you?


What role does paper/substrate play in production?


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Questions?


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Break Time!


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What is Paper?


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What is a Substrate?


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What role do these tools play in the production process.

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A brief history of paper.

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<https://www.paperrecycles.org/about/the-history-of-paper#:~:text=The%20history%20of%20paper%20dates,record%20their%20drawings%20and%20writin gs.&text=During%20the%208th%20century%2C%20Muslims,captured%20a%20Chinese%20paper%20mill>
<https://www.paperrecycles.org/about/the-history-of-paper - :~:text=The history of paper dates,record their drawings and writings.&text=During the 8th century, Muslims,captured a Chinese paper mill>

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New York City College of Technology

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Aspects of Paper

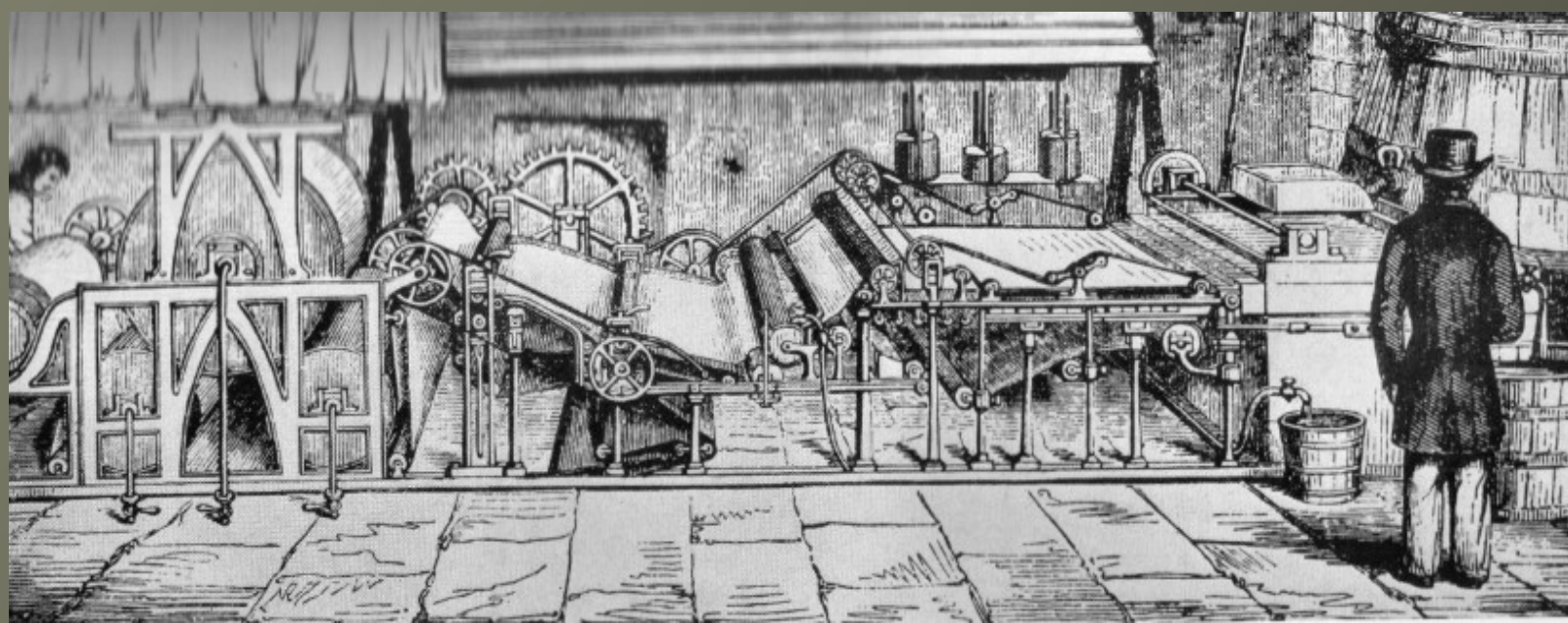
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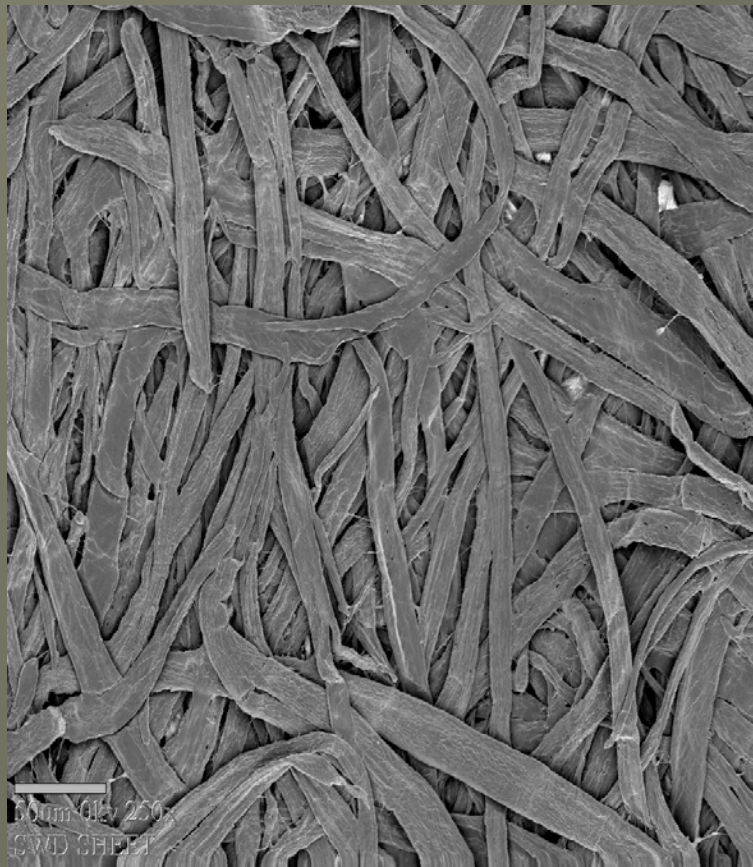


Base Sheet: Hardwood Fibers



- **Species:**
Hardwoods
Maple
- **Short &**
- **Stiff Fibers**
- **Fill**
- **Smoothness**

Base Sheet: Softwood Fibers




- **Species:**
 - Pine
 - Spruce
- **Long & Flexible Fibers**
- **Strength**
- **Foldability**

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How is paper manufactured?

The Paper Manufacturing Process

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<https://page2media.brio.viddler.com/groups/6593/media/06-03-the-paper-making-process>

Bleach




**Five stage bleaching process which
utilizes chlorine dioxide and an enzymatic
process**


Base Sheet Formation: Furnish

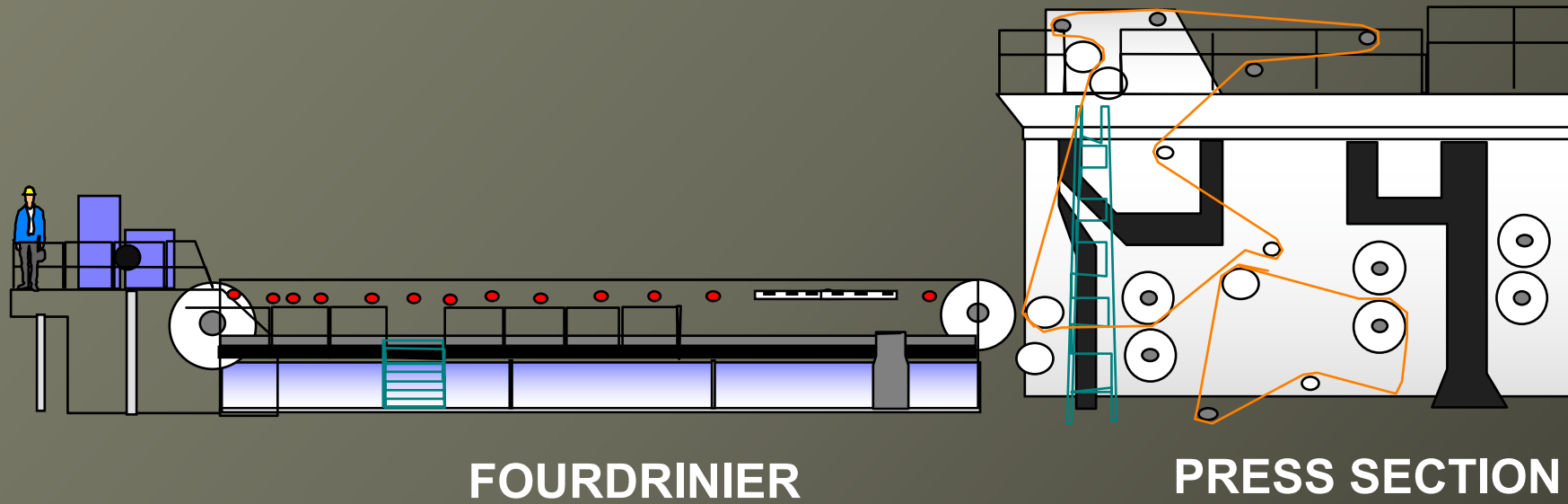


- 99% water
- Pulp
- Dyes
- Pigments

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Fourdrinier Paper Machine

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Base Sheet Formation: The Wet End



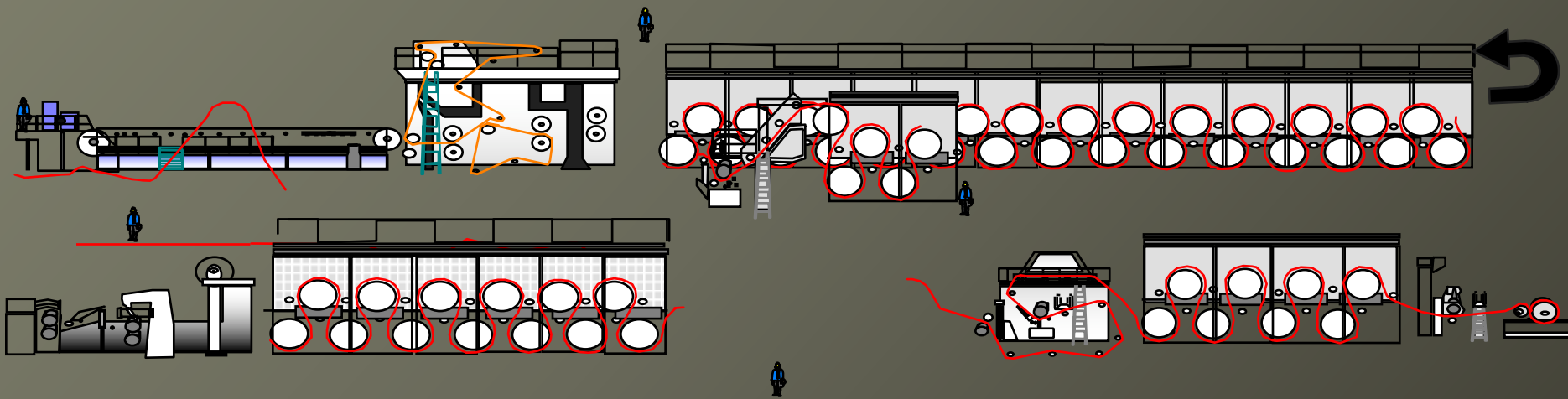
The Wire:


- *Conveyor-like belt of fine mesh wire.*
- *Serves as the table upon which the paper is formed.*

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Fourdrinier Paper Machine

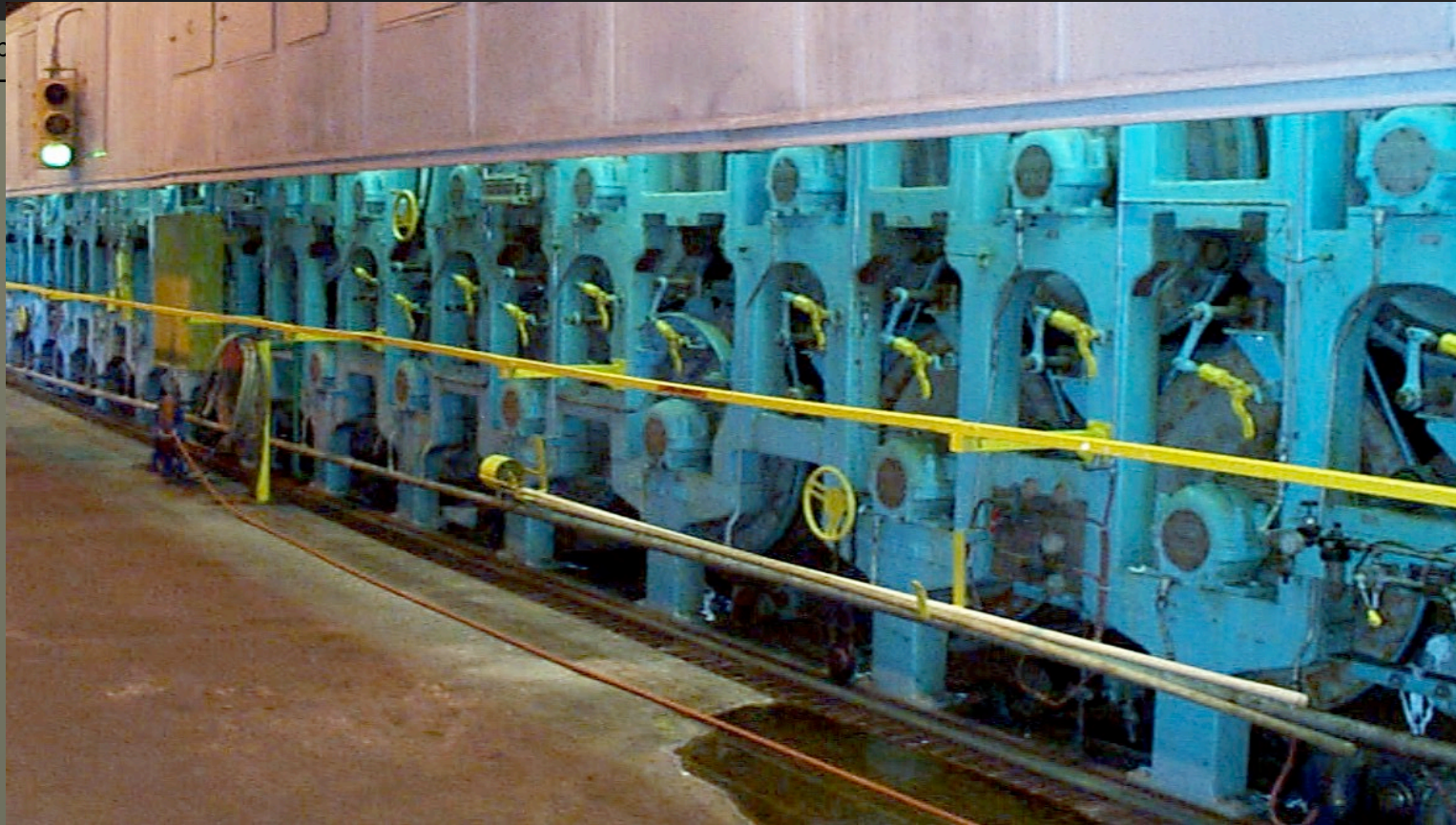
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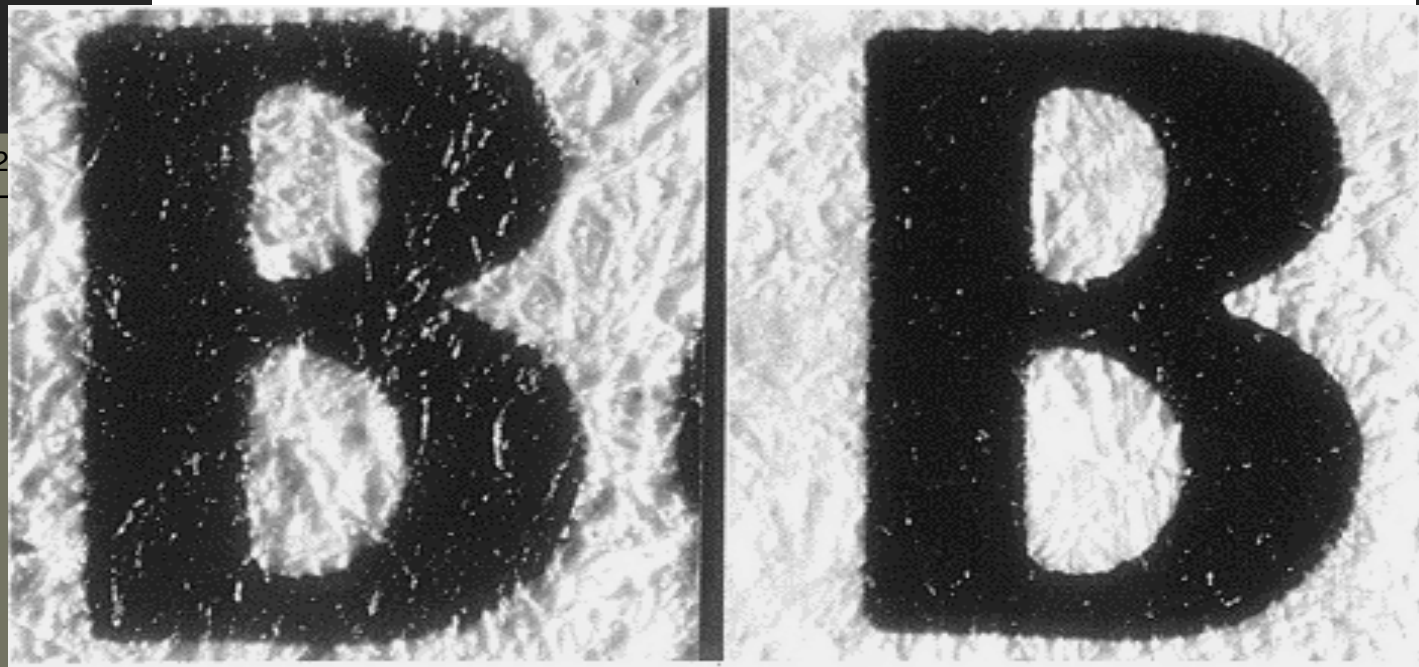
Base Sheet Formation: The Main Dryer Section

 The image part with relationship



Largest section of the papermaking machine

Coatings: Why do we add coatings?



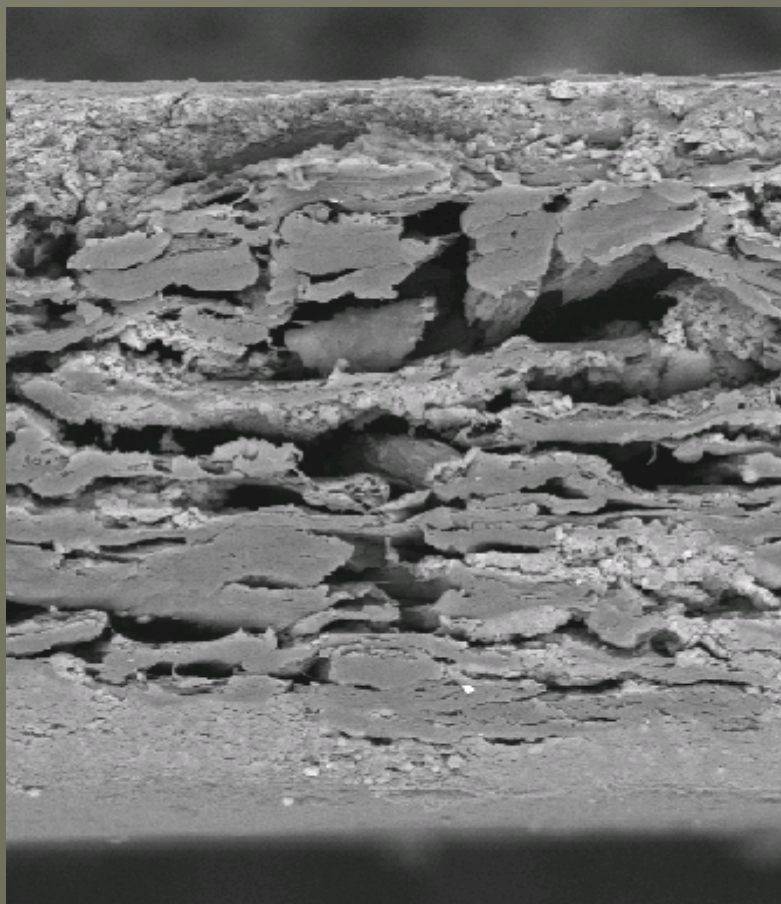
Uncoated Paper

Coated Paper

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PRODUCT ATTRIBUTES: Fiber vs. Coating - Balance is Key



- **Fiber is the skeleton**
 - provides bulk
 - provides stiffness
 - provides opacity
- **Coating is the skin**
 - smoothes the surface
 - base for printed detail
 - delivers color accuracy
 - impacts printed ink gloss

Characteristics of Coated Paper that Affect the Printed Image

- Brightness
- Shade
- Opacity
- Surface - *Smoothness / Uniformity*
- *Bulk*
- *Grain direction*



**Blend of
features
that affect
the printed
image**

BRIGHTNESS


LIGHT

INK FILM



PAPER


- Paper is the Light Source for transparent inks
- The brighter the paper, the brighter your inks will appear
- Highlights will be only as bright as your paper

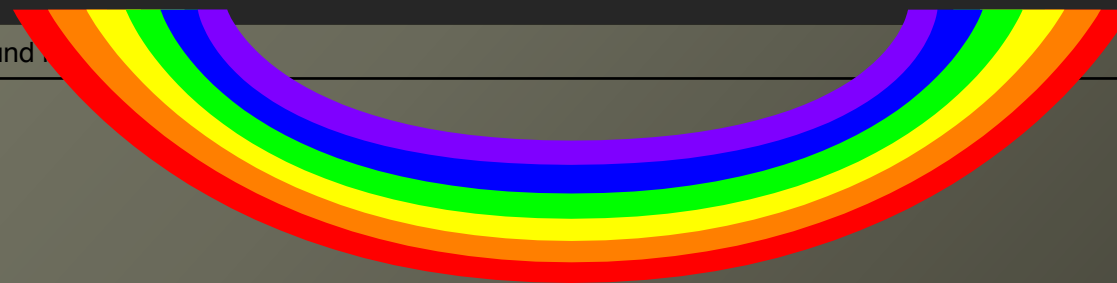
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SHADE

Shade =
Visual Whiteness



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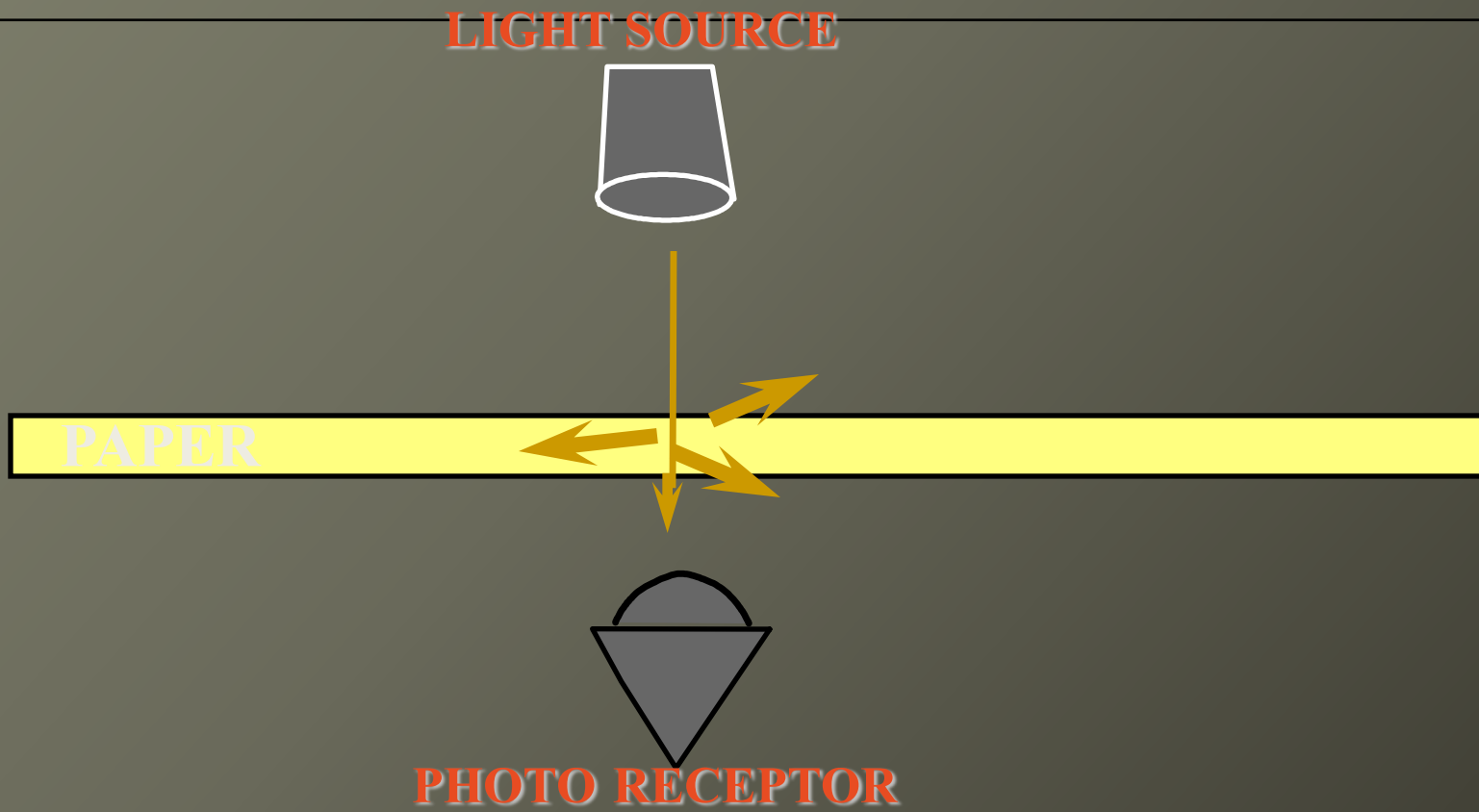
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OPACITY

THE PERCENT OF LIGHT ABSORBED BY A SHEET

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SURFACE

SURFACE UNIFORMITY / SMOOTHNESS

- Ink Film Continuity
- High Printed Ink Gloss
- Better Color Reproduction and Sharper Image Detail


HOW MANY COLORS DO YOU SEE?



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How is paper manufactured?

Paper Coating Ingredients

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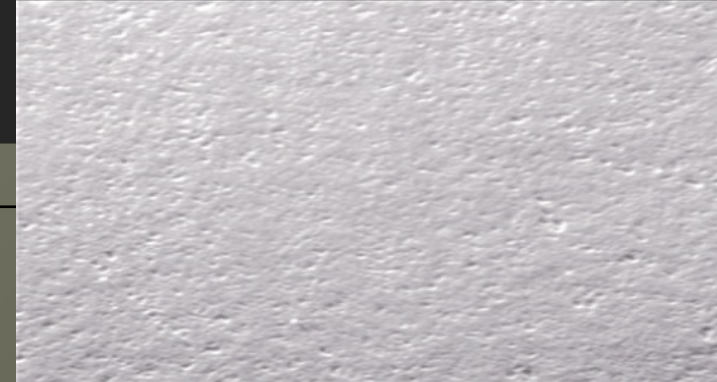
<https://page2media.brio.viddler.com/groups/6593/media/07-09-paper-coating-ingredients>

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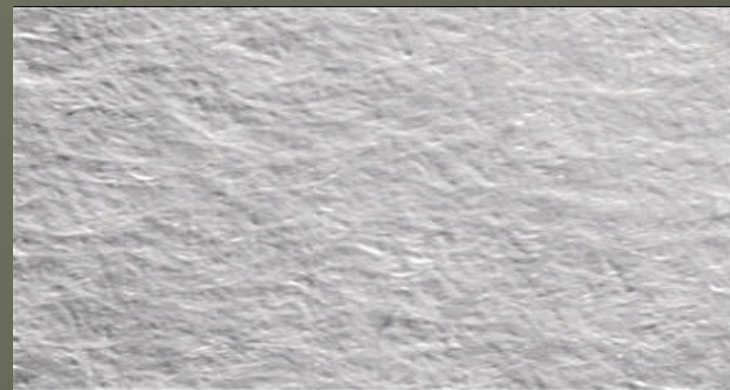
COATED **PRODUCT CONSIDERATIONS: FINISHES**



Gloss Finish



Silk / Dull Finish



Matte Finish

 The image part with relations



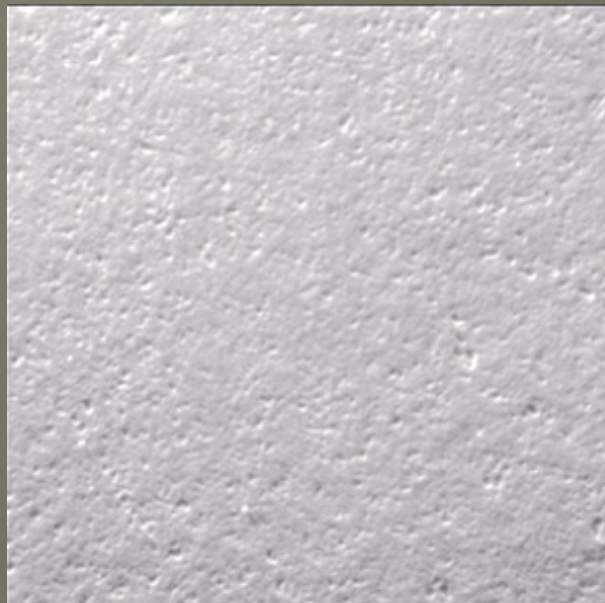
Gloss Finish Attributes



[photo micrograph at 25x magnification]

- Smoothest, hardest, least porous, and most level surface offering
- Highest potential for accurate and concise dot reproduction
- Especially good for reproducing images of hard, shiny objects such as cars and glassware

Silk & Dull Finish Attributes



[photo micrograph at 25x magnification]

- Offers moderate paper gloss
- Controls light scatter
- Allows for smooth, flat, even ink lay and excellent readability
- Especially good for fine art, glassware, fabric, skin tones, detail

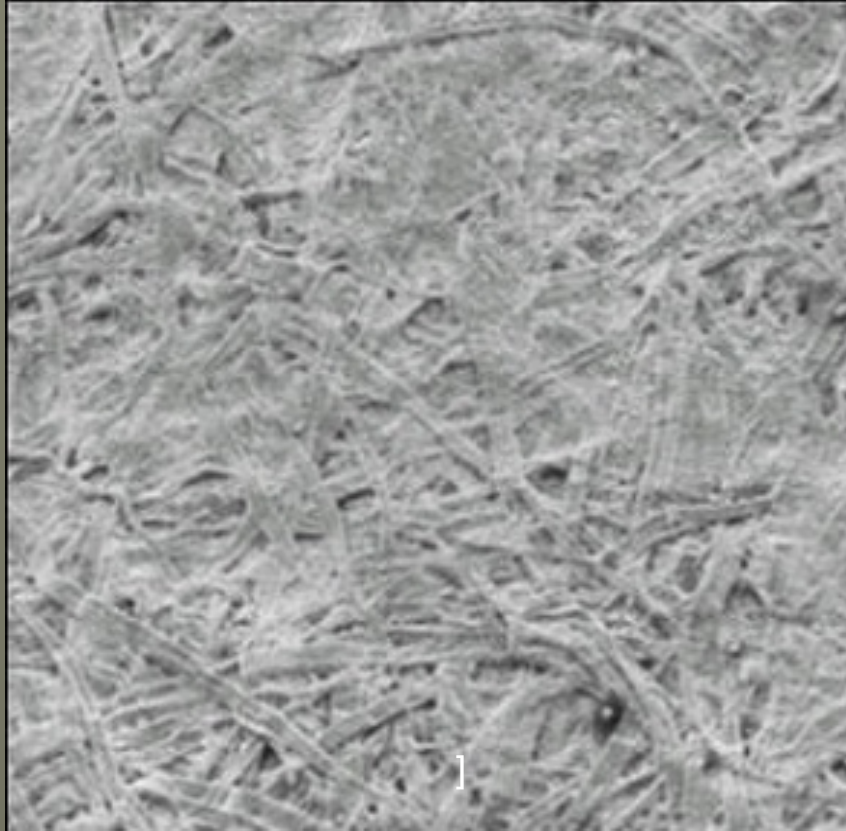
Matte Finish Attributes



[photo micrograph at 25x magnification]

- Scatters light and retains a soft, “toothy” feel
- Highest bulk & stiffness of coated surfaces
- Look and feel of uncoated with the print reproduction benefits of coated
- Maximizes readability with minimal surface gloss
- Permits handwriting
- Especially good for soft images such as illustrations, art reproductions, fabric

UNCOATED PRODUCT CONSIDERATION: FINISHES



- **SMOOTH**
- **WOVE**
- **VELLUM**
- **EMBOSSSED**


Uncoated Finish Attributes

- Smooth:** Smooth is the result of the paper passing through sets of rollers during papermaking. This process is known as calendaring.
- Wove:** Wove is an even finish in uncoated paper with a slight texture made by a felt roller covered in woven wire.
- Vellum:** Vellum has an eggshell appearance that is even and consistent, but not as much so as a smooth finish. Vellum is one of the most popular uncoated finishes and has a high ink absorbency rate.


Uncoated Finish Attributes


Embossed


- Cockle:** Cockle simulates characteristics of handmade paper with a wavy, rippled, and puckered finish. The effect is obtained by air-drying the paper under minimum tension.
- Felt:** Felt is a soft texture on uncoated paper created during the papermaking process with either a felt-covered roller or rubber roller with a felt pattern. It can also be accomplished as an offline process.
- Laid:** Laid has the appearance of translucent lines running horizontally and vertically and is produced during the papermaking process with a special roller that creates a pattern in the wet paper.
- Linen:** Linen resembles linen cloth and is usually produced after papermaking as an offline embossing process.

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Questions?


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Break Time!


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How is paper manufactured?

Paper Coating Ingredients

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<https://page2media.brio.viddler.com/groups/6593/media/07-10-air-humidity-and-paper>

Mohawk Presentations



Mohawk Presentations



SAPPI Presentations



SAPPI Presentations



Sappi Presentations



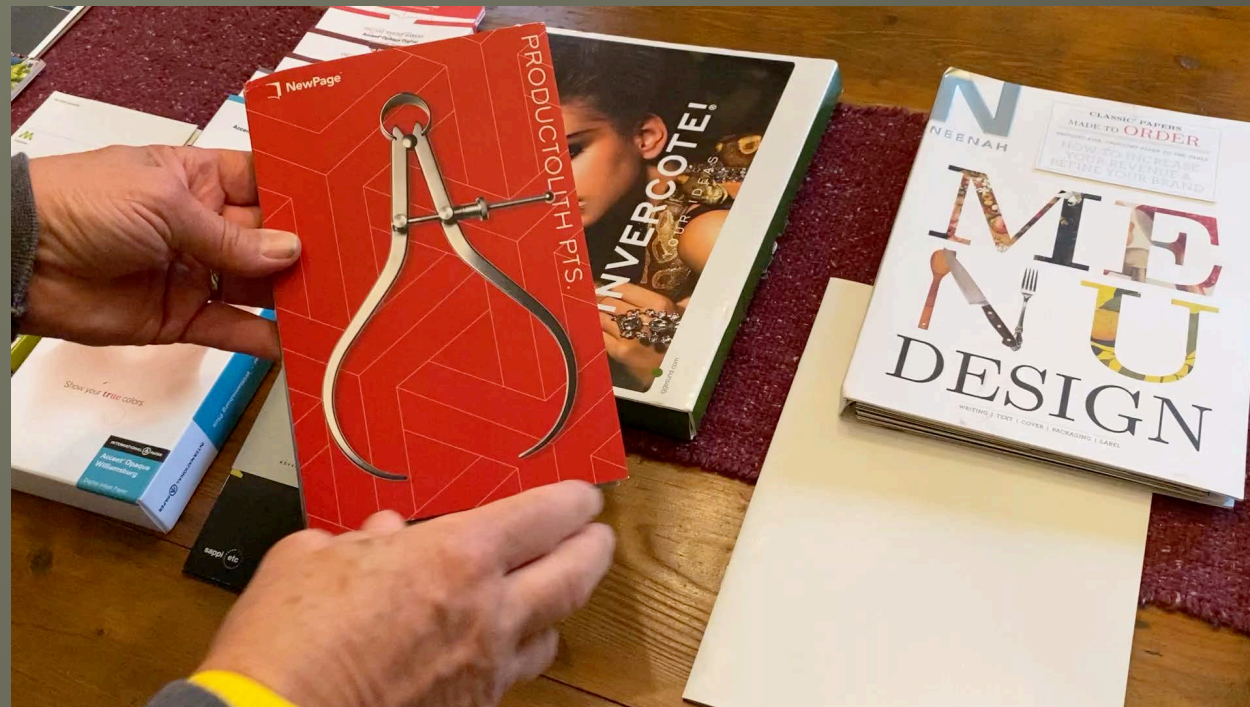
SAPPI Presentations




Other Presentations





Other Presentations




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Questions?


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Summary

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Homework assignment

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Over the next week collect at least 3 samples of “paper or substrate” used in the print process. Your samples must be actual paper samples, you can not use photos of paper or substrates. You will need to touch and feel (in class) the samples next week and make some detailed observations on your samples.


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Next week will review and discuss the paper and substrate samples you collected.

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What are the key characteristics of the samples:


Weight, Color, Brilliance, Use, Texture, Finish, Shade, Paper or Substrate, and if possible can you identify the printing process used.


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Class Assignment Two

Please add to your Class Assignment One and re-think your understanding of the three elements, paper, substrates and the paper/substrate print process, and redefined, if needed your answers?



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Next Session

Complete Paper and Substrate discussion
Start discussion of Post Print Production, Bindery, Finishing and
Distribution



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Print Production for Designers

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917.597.1891



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