

Production for Designers

Session Nine: November 2, 2020

Review key elements from the paper presentation

Expand the discussion of paper

Forensic analysis of your paper samples

Introduction to Bindery Finishing and Distribution

Graded Assignments

Guest Speaker

Review key elements from the paper presentation

Your Comments – regarding paper and substrates

Forensic analyst of paper samples, - A review from the production end of the sample as well as an understanding of the brand's view.

Expand the discussion on paper, substrates.

<https://www.sappi.com/the-neuroscience-of-touch>

<https://www.sappi.com/print-and>

The Science of Touch

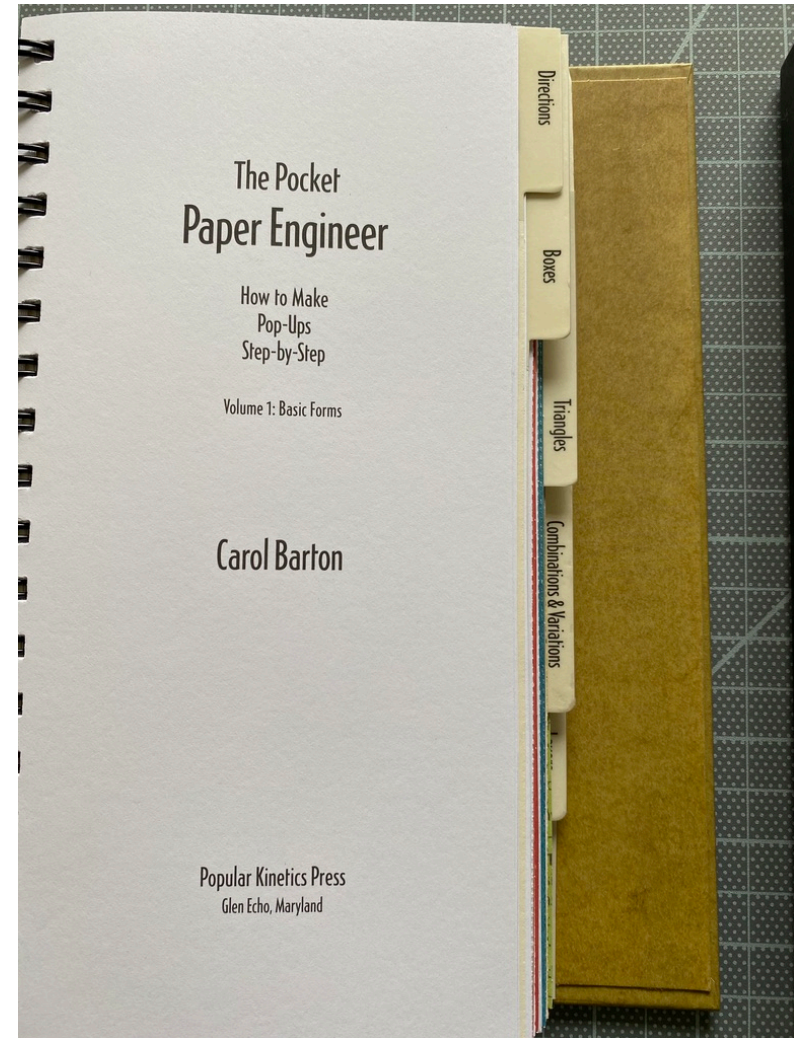
https://urldefense.proofpoint.com/v2/url?u=https-3A__sappipops.com_science-2Dof-2Dtouch_&d=DwICAg&c=pRW6ZPn_LDv0DnDIAK65Ad0CA4hBS-2mAmNa2_oHfF0&r=KKmOsKkxK9cTnlamldu2SBJuzi3nAZuV52R9CArSnYo&m=2C8CFf1Z6HeDMDdylx7dzyU9U-ppK6W5ECXCuuuOspg&s=TZJRbQH8EskvQ00cHwMs8rZf6FyGVcGqOA-pYOqF4-U&e=

Summary - Paper

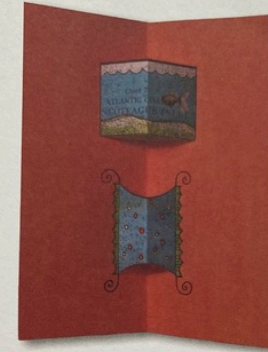
Summary - Paper



Summary - Paper



Summary - Paper



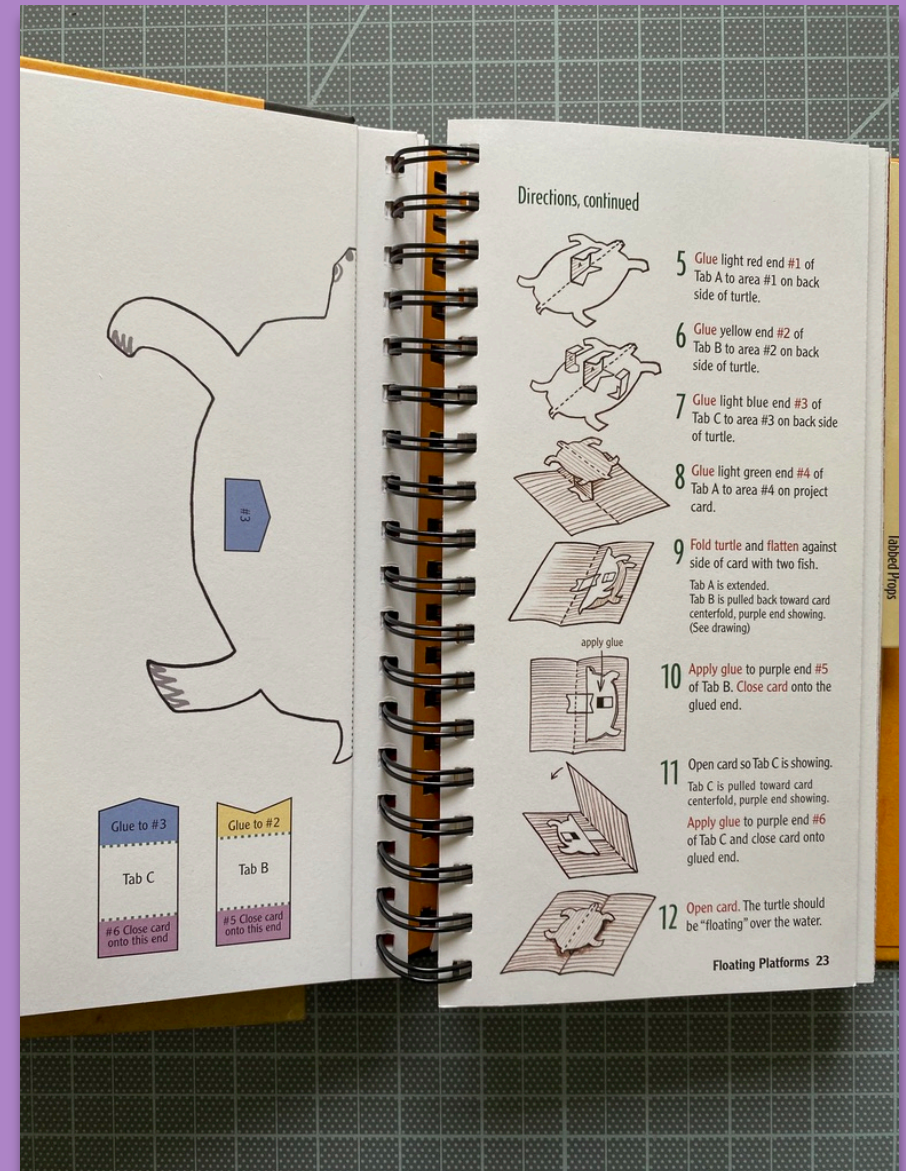
Box Pop-Ups

- Centered across the fold of a page spread
- Two cuts and a fold or hinge on each side between the cuts
- Landscape or portrait position
- Ideal position of page, about 130° (not opened fully flat)

The simplest type of pop-up is a box made with two cuts into a folded piece of paper and two folds or hinges between those cuts. By changing the length of the cuts and the distance separating them, various sizes of rectangular shapes can be constructed. The pop-up box works best with the card or page spread opened wide, but not fully flat.

A pop-up box can be transformed into any rectangular object with the addition of drawings or collage. The box also offers an easy way to add a sophisticated point of interest to a card or promotional flyer with raised images or words.

Summary - Paper



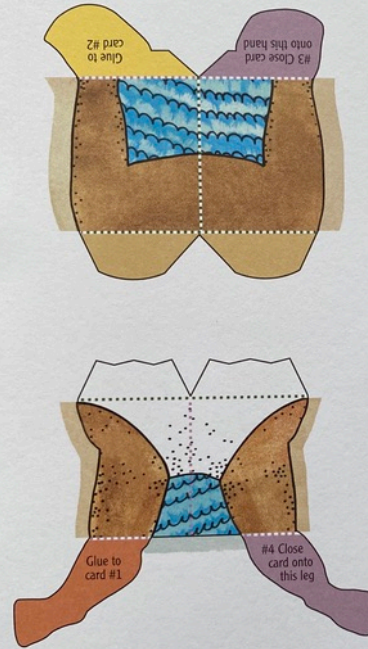
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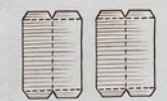


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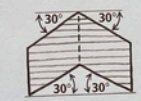


Bridged V-Folds

A pair of vertical V-folds connected across their tops offer possibilities for suggesting volume and for illustrating two different sides of a standing object. Building this pop-up is a good exercise in working out relative measurements between various parts of a complex structure. It's best to start with simple rectangular shapes. Here are general directions.



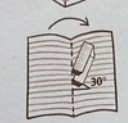
1 Create two vertical V-folds of the same height, with glue ends at top and bottom of each.



2 Create an angled bridge piece as shown. All angles must be the same. Use protractor to measure and note degree of angle. Fold in half.



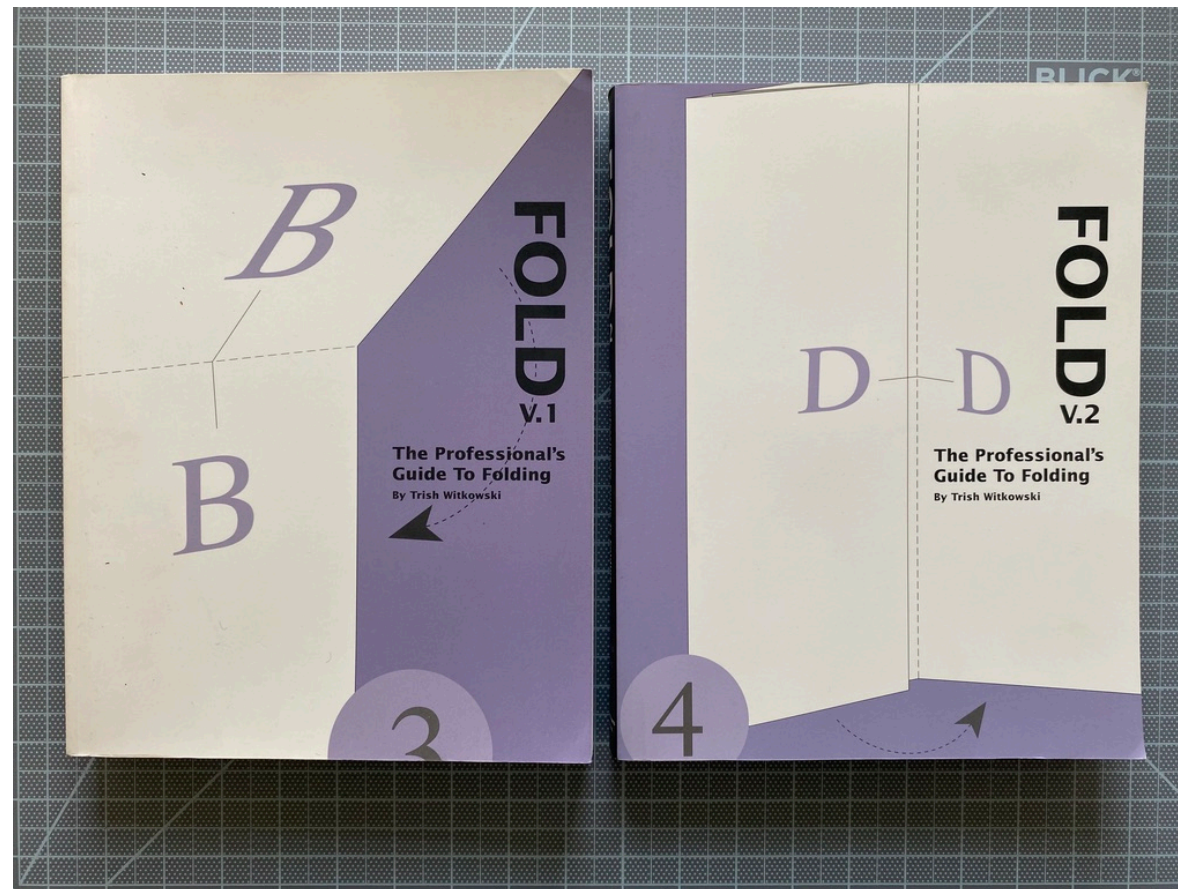
3 Glue bridge piece to glue ends at top of each V-fold. Trim to fit. Flatten pop-up by pushing centerfold of bridge piece into a valley fold.



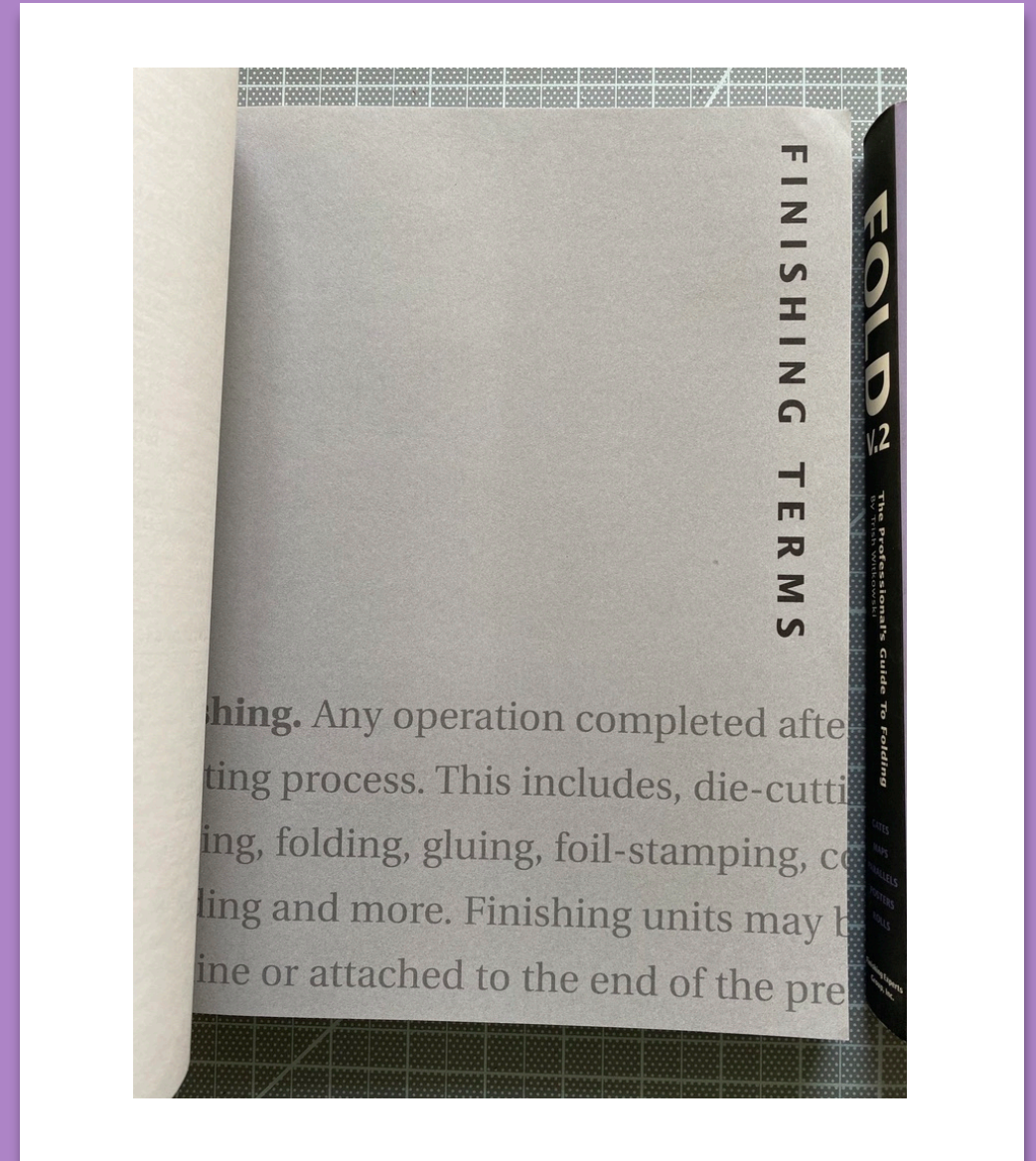
4 Affix lower glue ends to one side of folded page spread at noted angle.

5 Apply glue to remaining glue ends. Close card onto glue.

Summary - Paper



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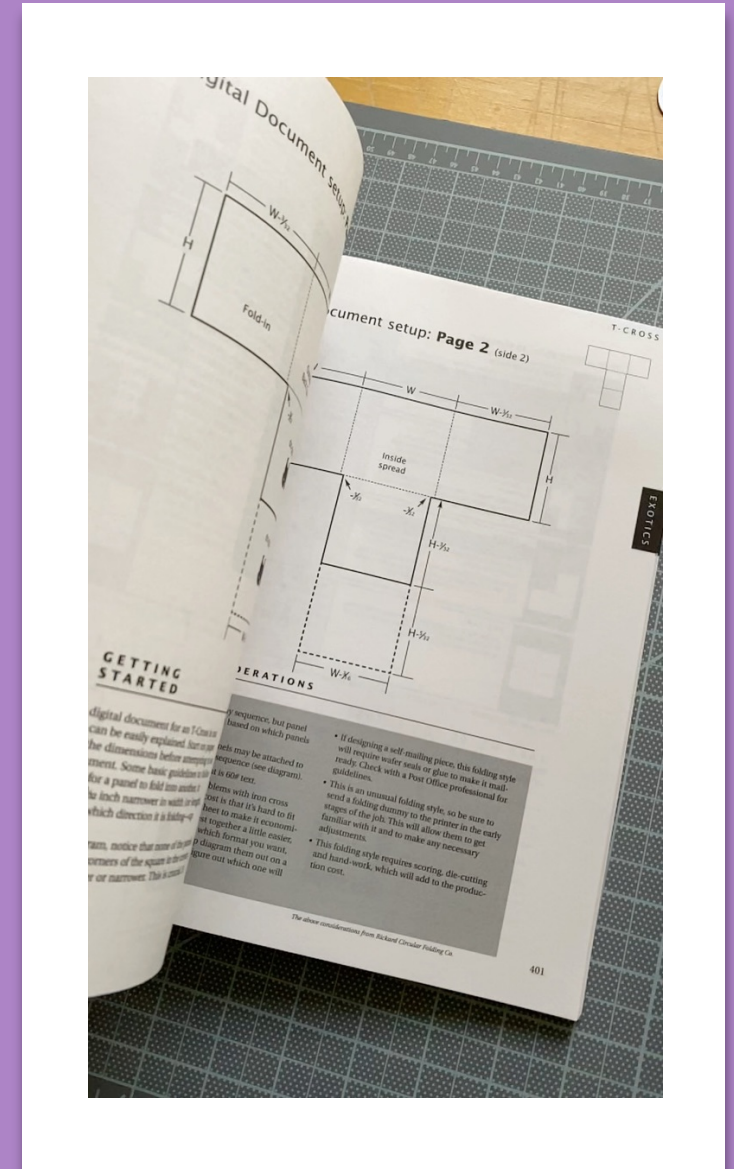


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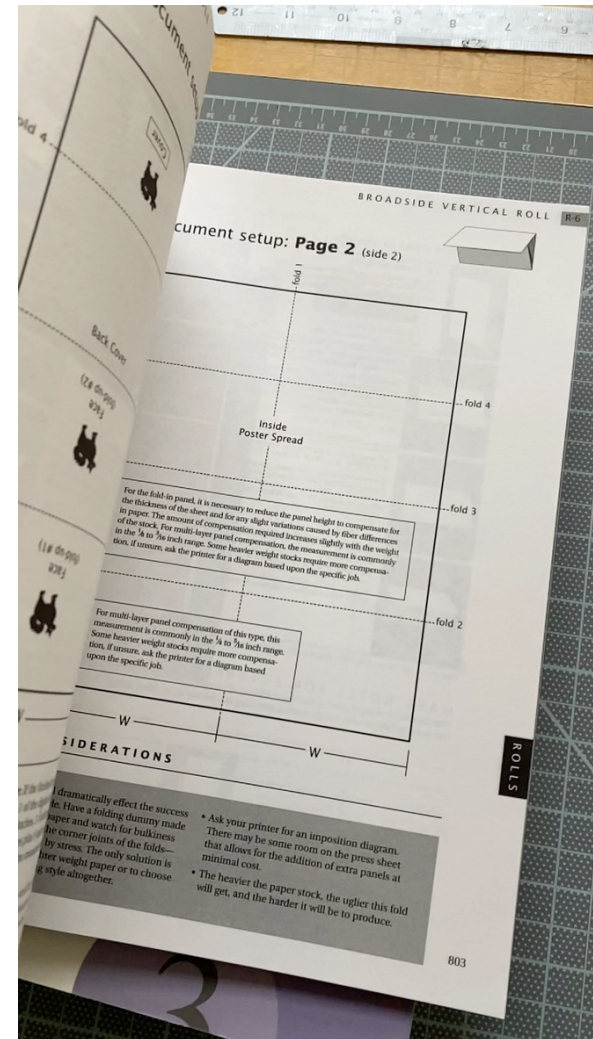
GLOSSARY OF FINISHING TERMS

- accordion fold.** Two or more folds parallel to each other with adjacent folds facing in opposite directions.
- bind.** To join pages of a book together with materials such as thread, adhesive, wire, coarse fabric (crash), etc. The pages can also be enclosed in a cover.
- bindery.** A facility where post-press finishing operations are performed, such as folding, binding, foil stamping, inserting, and more.
- bleed.** Ink coverage that extends past the edge of the trim edge to compensate for movement on press and trim variations in the finishing stages. A designer should "pull bleeds" at least $\frac{1}{8}$ " past document edge before sending a digital file to the printer.
- broadside.** A style of folding in which the piece is folded—first vertically, then horizontally—doubling the page count.
- bulk.** The thickness of a single sheet of paper, expressed in points. A point is one thousandth of an inch.
- caliper.** The measure of paper thickness expressed in thousandths of an inch.
- cover paper.** Heavyweight, coated or uncoated paper.
- cross-grain.** Folding at a right angle to the direction of the grain in the paper stock. Folding the stock against the grain.
- cutter.** A machine for cutting paper stock, also known as a guillotine cutter.
- die.** A pattern of sharp knives or metal tools used to create, stamp, cut, or emboss into a substrate.
- die-cut.** Using sharp steel rules to cut paper or board into a specified shape.
- die-line.** For the die-cutting process, a line drawn by the designer that shows the print-finisher where to place the die.
- dog-ear.** An unsightly bend at the corner of a folded sheet, caused by snagging in the folding machinery or poor handling.
- finished size.** The *final* measurements of a printed piece after converting (folding, trimming, etc.).
- finished length.** The *final* length measurement of a printed piece after converting (folding, trimming, etc.).
- finished width.** The *final* width measurement of a printed piece after converting (folding, trimming, etc.).
- finishing.** Any operation completed after the printing process. This includes, die-cutting, scoring, folding, gluing, foil-stamping, collating, binding and more. Finishing units may be off-line or attached to the end of the press.
- flat size.** The exact dimensions of a finished printed piece when laid out flat.
- fold.** Bending and creasing a sheet of paper to virtually eliminate the paper's natural tendency to revert to its original shape.
- fold indication (mark).** Visual guides that indicate where a printed piece will be created.
- folder.** Machinery that automates the creasing of printed sheets of paper to particular specifications.
- folding dummy.** A mock-up that shows the print finisher exactly how the printed piece is intended to fold.
- gate fold.** A folding style in which panels fold into the piece from opposing sides. Gate folds require a gate fold attachment on the folding machine.
- grain direction.** In papermaking, the alignment of fibers in the direction of web travel.
- grain direction, against.** Folding or cutting paper at right angles to the paper grain.
- in-line finishing.** Manufacturing operations such as numbering, addressing, sorting, folding, diecutting, and converting that are performed as part of a continuous operation right after the printing section on a press or on a single piece of equipment as part of the binding process.
- off-line finishing.** Altering printed materials to form the final printed piece or product on a machine separate from the printing press. Printers may have their own finishing equipment or they may send the work to companies that specialize in finishing.
- page.** One side of a panel.
- panel.** A small sheet having two pages, one on each side. The sheet is defined by the crease of a fold or the trimmed edge.
- perforating.** Punching a row of small holes or incisions into a sheet of paper to make it easier to detach, and often to allow air to escape from signatures, or to help prevent wrinkling.
- pop-ups.** A sheet that is specially folded so that, when opened, it expands to form a three-dimensional effect.
- roll fold.** When paper is folded two or more times in the same direction.
- score.** To compress or crease paper to facilitate folding or tearing.
- self-mailer.** a folded piece that is intended to go through the mail system without the protection of an envelope. Self-mailers are subject to the rules and regulations of the U.S. Postal Service.
- sheet.** A large piece of unfolded paper.

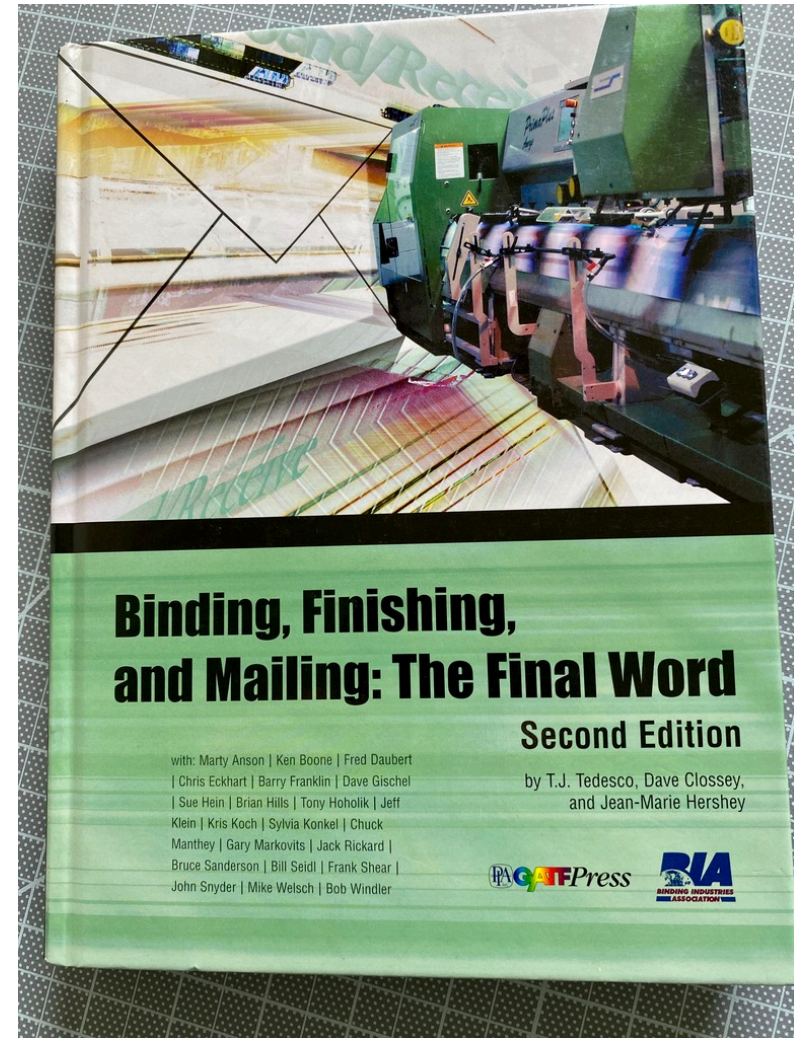
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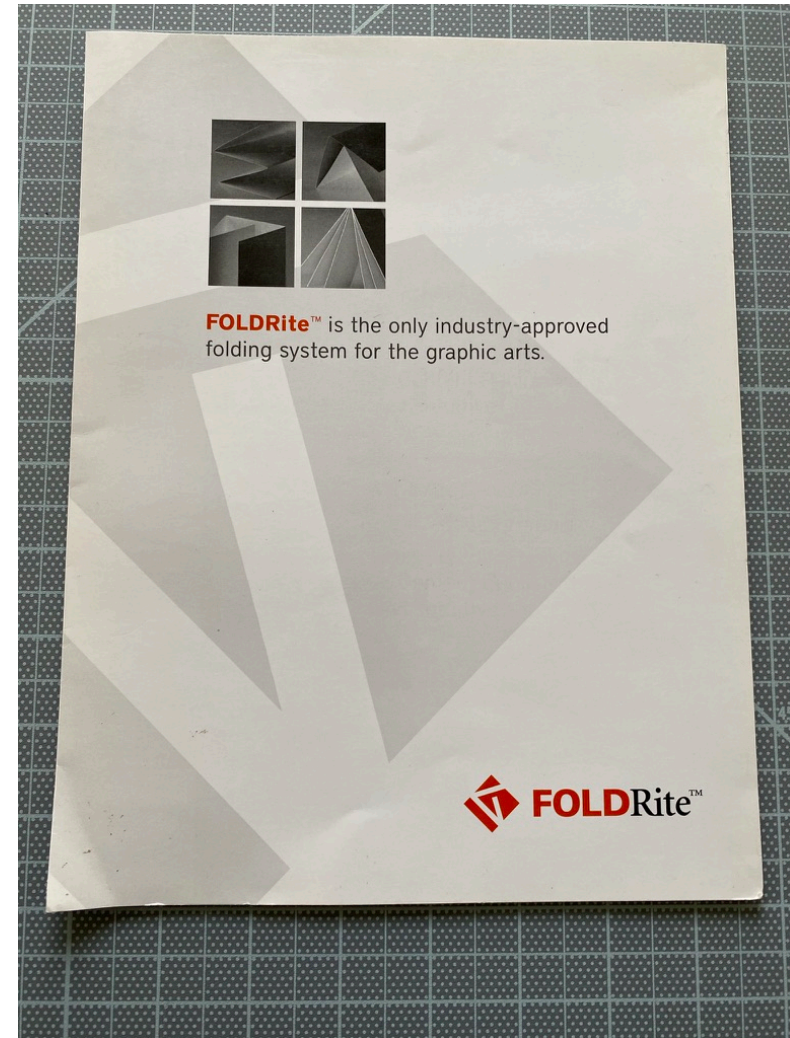
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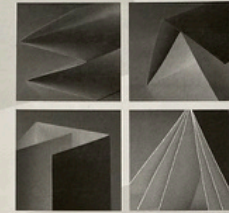


Summary - Paper



Summary - Paper

BLICK[®]
art materials
DickBlick.com
SELF-HEALING



FOLDRite[™] is the only industry-approved folding system for the graphic arts.

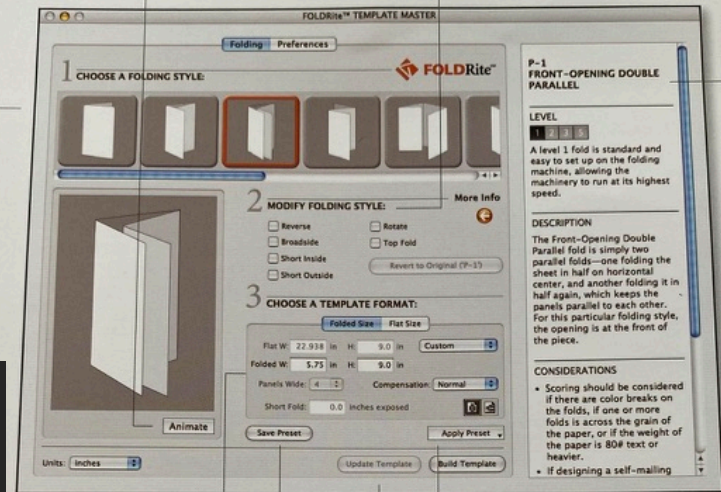
 **FOLDRite**[™]

Summary - Paper

Choose a folding style from the sliding menu of illustrations.

View a folding animation by clicking the "Animate" button.

Modify a fold by clicking the available checkboxes in step 2. You can always revert back to your original fold or go back to step 1 at any time.



Specifications by folded size, or choose from a wide range of envelope enclosure sizes or flat sizes.

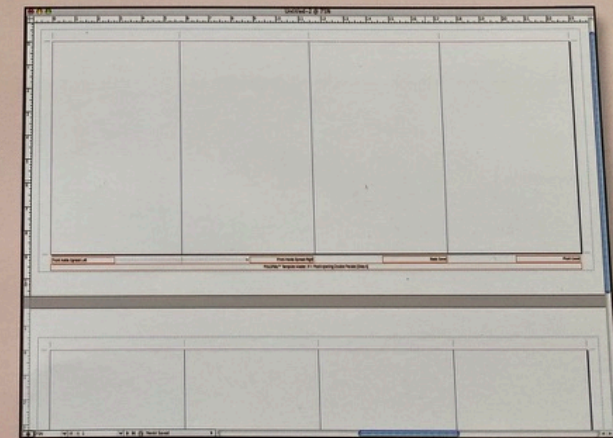
Choose your specifications by choosing a "Save Preset." Simply choose your desired specifications to populate the saved information.

"Update Template" allows a user to update and modify an existing FOLDRite™ Template, or convert an existing InDesign file into a FOLDRite™ template—all without moving the artwork currently on the page!

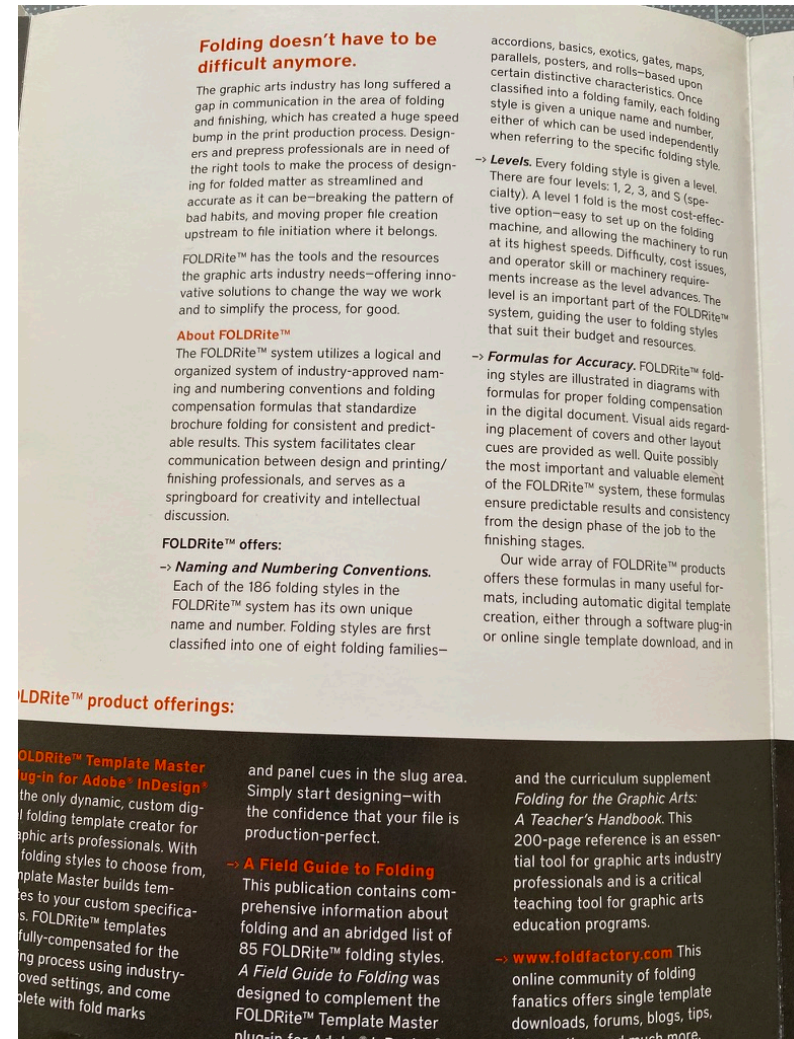
View more information about your folding style by viewing the "More info" sidebar. Click the "More info" button to hide and reveal.

FOLDRite™ TEMPLATE MASTER for Adobe® InDesign®

The FOLDRite™ Template Master template "Build Template" button has been added to the FOLDRite™ Template Master. The Template Master instantly builds your template in InDesign. The template will be two pages—side A and side B of the folded piece. The template is initiated with three layers—fold panel cues, and fold guides. The layers are added to avoid accidental movement of important markers. The template provided by the Template Master is ready-to-use—simply click and drag, knowing that your file will print and fold perfectly.



Summary - Paper



Summary - Paper

Standard design-to-finishing workflow:

- SLOW** Designer creates a file for a folded piece.
- STOP** File is built incorrectly. Prepress fixes file or sends file back to designer to fix.
- GO!** The job goes on press.
- STOP** Bindery manually adjusts machinery when the printed sheets arrive.

FOLDRite™ enhanced design-to-finishing workflow:

- GO!** Designer creates digital template using FOLDRite™ Template Master plug-in or downloads template from www.foldfactory.com.
- GO!** Prepress checks file against FOLDRite™ standards and approves.
- GO!** The job goes on press.
- GO!** Bindery inserts folding style from touchscreen on programmable folding machine or adjusts manually based on FOLDRite™ standards.

printed format for manual file creation. Whether files are submitted by the designer or prepress professional, FOLDRite™ virtually assures the digital documents will be prepared and compensated correctly—saving time, money and resources.

→ **Comprehensive Considerations.** The FOLDRite™ system maintains a strong focus on educating the user, providing comprehensive technical considerations for each individual folding style in the system. From warnings regarding paper weight and scoring, to budgetary, auto-insertion and

postal regulation concerns, the considerations sidebar addresses the most important issues up-front. Additional tips, ideas, and suggestions provide the user with the maximum information to make a confident and educated decision for their unique project.

A focus on education
What makes the FOLDRite™ system so effective is not just the mathematics of the innovative template creation tools. FOLDRite™ offers comprehensive education materials, built to standardize the language, to educate the industry about the process of folding, and to bridge the communication gap between designers and printers.

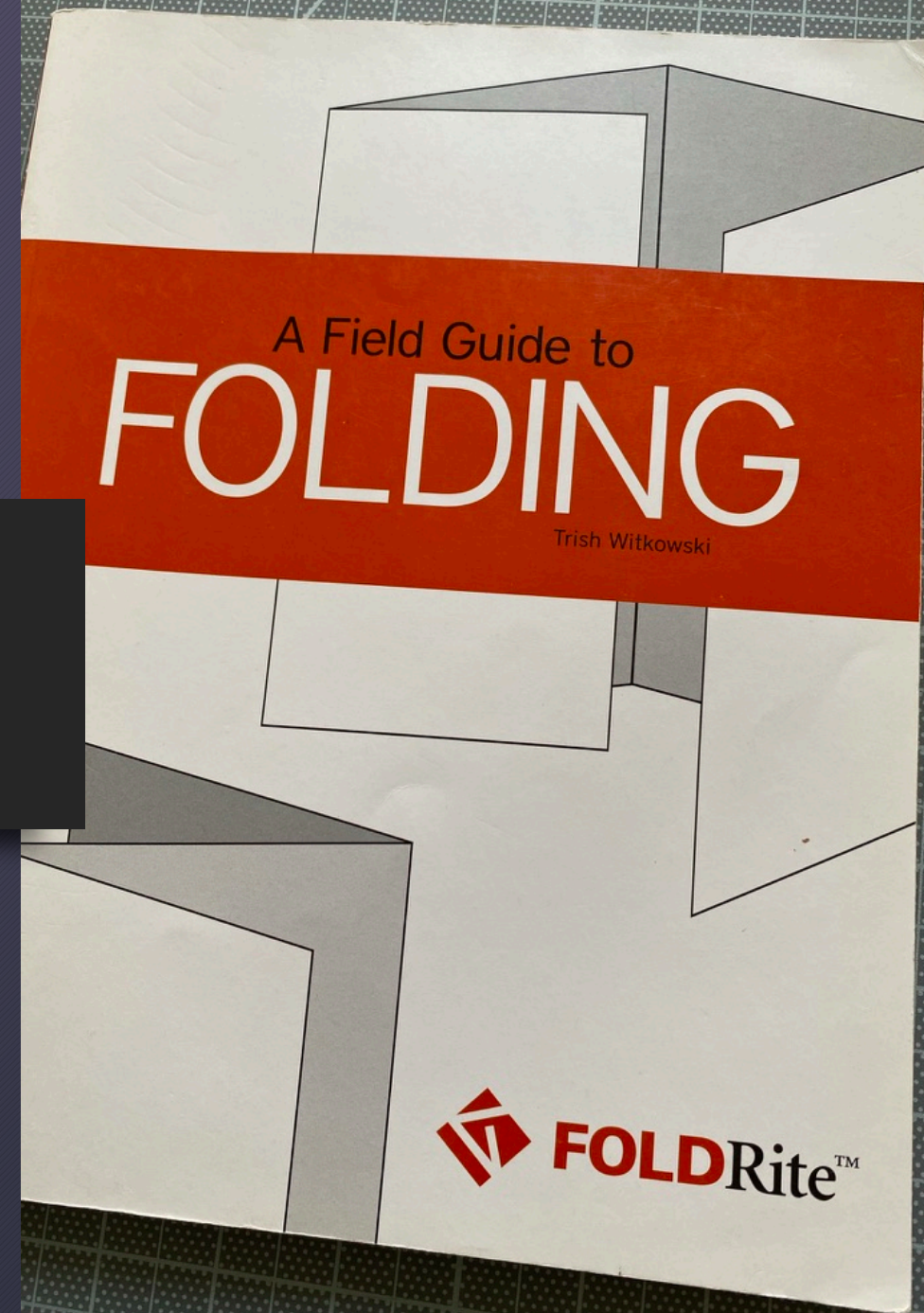
A curriculum supplement, graphic poster and student textbook has been developed specifically for the education market, and FOLDRite Template Master is available at a special educational price for learning institutions.

Easy integration and customization
The FOLDRite™ system is designed to integrate into software, programmable folding machines, and is working to become JDF compliant. FOLDRite™ Template Master can be customized to the needs and specifications of a client's offerings or equipment. For information about licensing FOLDRite™ and for OEM opportunities, please contact: Janice Reese at 615-876-8738, or janice@networkpdf.com.

→ **Folding for the Graphic Arts: A Teacher's Handbook** Developed with educational programs in mind, this 60-page curriculum supplement helps graphic arts educators learn how to teach about folding. This classroom-tested curriculum walks educators through the process, explaining terminology, offering tips and ideas for hands-on projects, field trips, and exercises. Provides project assignments with free downloadable project materials and handouts, quizzes, and more. This curriculum supplement works seamlessly with *A Field Guide to Folding* and the FOLDRite™ Template Master plug-in. Bundle deals and offers available at educational rates.

→ **FOLD: The Professional's Guide to Folding** is the most comprehensive folding resource ever created, with 2 volumes and 850 pages of information. The guide documents and classifies more than 180 FOLDRite™ folding styles. Includes diagrams for proper folding compensation, tips, considerations, and other useful reference materials.

Summary - Paper



Summary - Paper



Questions?

Break Time

Graded Assignment ONE Part One

What is Bindery, Finishing and Distribution and how does it relate to the print process.

30 minutes to provide a two-page, 11-point, single spaced explanation of what is BF&D as it relates to printing, Is there an alternate name to this process?

Using printing-based terms is **MANADATORY** within your document.

At the end of 30-minutes I will ask that you email me your document, included your name in the file name.

The more print specific the better.

What is Bindery Finishing and Distribution and how does it relate to the print process.
The importance of BF&D.



<https://www.sappi.com/standard-volume-6>

<https://www.sappi.com/standard-volume-4%E2%80%94scoring-folding>

Next Session

Guest Speaker - Lou Balsamo

The Importance of Production in legacy or digital media
Production as an entry point into design?

Print Production for Designers

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917.597.1891

