



Welcome!

DM105 Color PrePress

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SUMMER 2015 W 7-10

Under Consideration: FPO

<http://www.underconsideration.com/fpo/archives/2015/06/printing-is-easy.php>

PrePress Introduction

- What is PrePress?
 - PrePress History
 - Production Flow
 - Production Schedules
 - Digital/Offset Printers
 - Sustainability
 - Idea and Concept exercise
-

PrePress

Wikipedia:

Prepress is the term used in the printing and publishing industries for the processes and procedures that occur between the creation of a print layout and the final printing. The prepress procedure includes the manufacture of a printing plate, image carrier or form, ready for mounting on a printing press, as well as the adjustment of images and texts or the creation of a high-quality print file.

In today's prepress shop, the form of delivery from the customer is usually electronic, either a [PDF](#) or application files created from such programs as [Scribus](#), [Adobe InDesign](#) or [QuarkXPress](#).

PrePress History

Pre Digital Age:

- **prepress involved:** manual typesetting, film cutting/masking, hard copy delivery to printer
- **press involved:** film output, plates and paper masters (all completed using presses)

Early Digital Age:

- **prepress involved:** Desktop Publishing: The rise of the Apple/Mac and Postscript Portable Document Format (PDFs) revolutionize the entire process
- **press involved:** improvements to printing plate technology, digitizing the film output process

Now

- **prepress involved:** Design/Development :Integrated marketing/digital delivery
 - **press involved:** Computer 'Direct-to-Plate' (no more photochemical processes)
 - Digital Printing/Variable Data, Print on Demand
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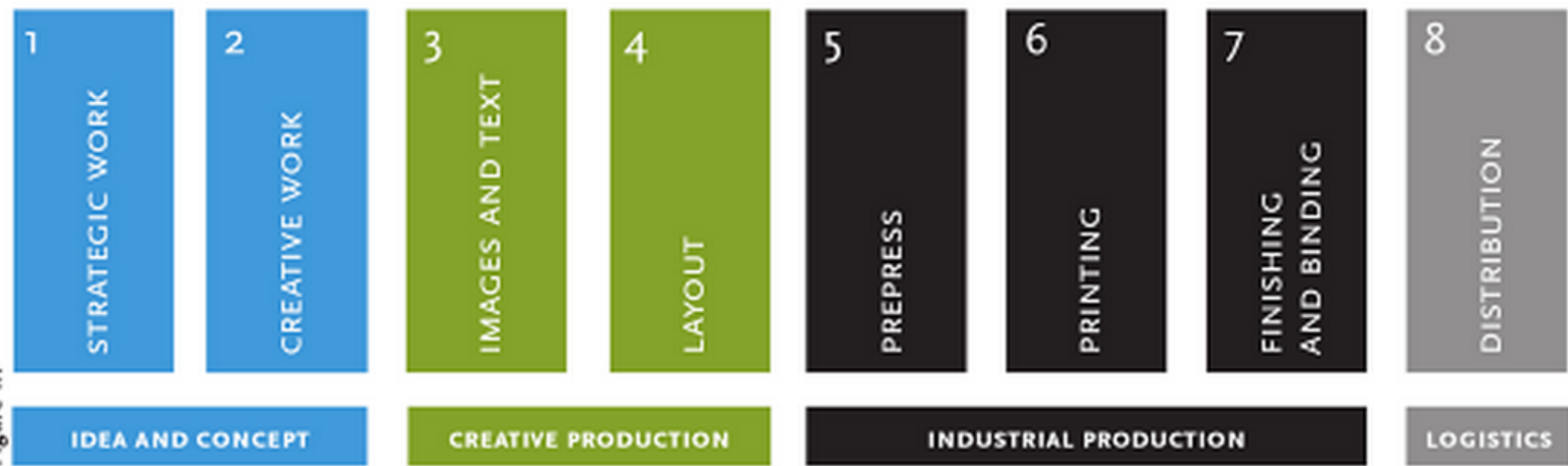
PrePress History



<https://www.youtube.com/watch?t=138&v=O-XrRQf7BPM>

Production Flow

Figure 1.1



THE EIGHT STEPS OF GRAPHIC PRINT PRODUCTION

Graphic print production can be divided into eight steps and four phases. The first phase deals with strategic and creative work; the final result consists of idea, concept, and sketches of graphic design. The following phase could be labeled as creative production—here the product is still being designed and changed. The third phase, which consists of prepress, printing, and finishing and binding, is primarily industrial, with a goal of carrying out what has been decided on and formed in the previous steps. The last step deals with distributing the finished printed product.

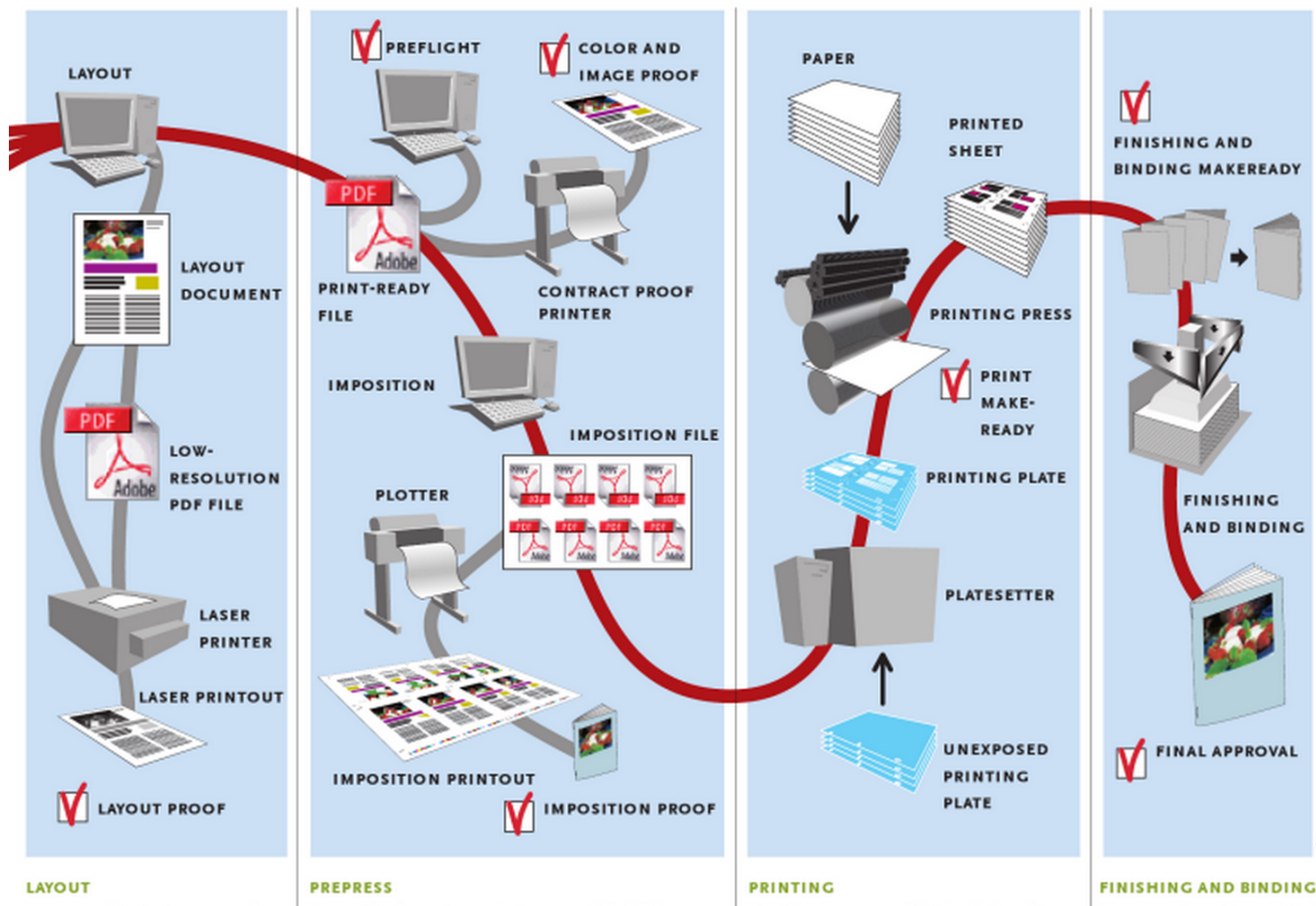


Figure 1.4

Production Schedules

"Look, if you didn't want to be on call 24/7 for emergencies, then you shouldn't have gone into the high stakes world of banner making."

-Leslie Knope on "Parks and Recreation"

“Go design a _____.” ?

Today more than ever, designers don't work in a vacuum and need to communicate with editors, marketing coordinators, project managers and print vendors. In many cases they are the glue that connects the idea and concept phase through the logistics phase.

PRODUCTION PLAN

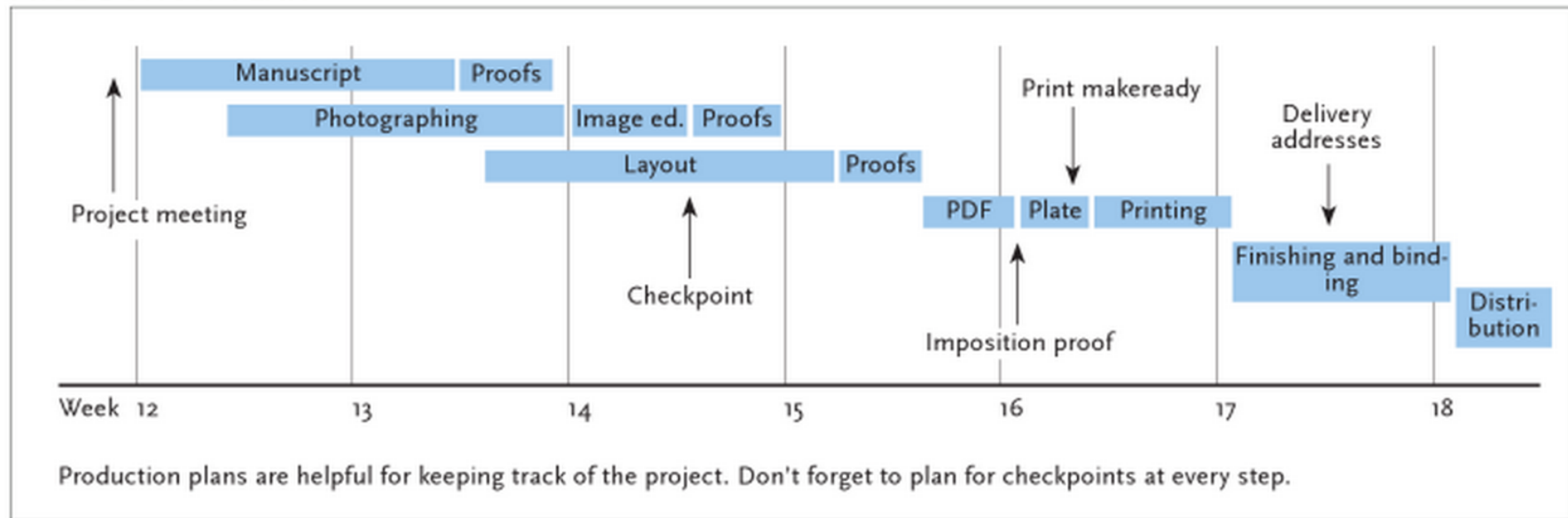


Figure 1.14

Sample Input request

This file is a PDF Form with fillable fields.

CCBC Creative Services / Printing Request Form

Some projects will require 4-6 weeks for production. The more complete your request is, the more timely delivery will be. Complete all fields marked with an asterisk.

*Customer Information

Customer Name _____
Department _____ Campus _____
Budget number _____ Grant funded? Y N
Phone _____ Fax _____

*Project Information (Do not include more than one project per form)

Project title _____
Quantity needed _____
Date submitted _____
Delivery date _____

*Design Services

Design & Layout Electronic version ONLY
 Pull Master (No changes. Supply a sample.) Submit for approval
 Other _____

ALL MATERIAL SHOULD COMPLY WITH COPYRIGHT AND FAIR USE STANDARDS.

*Printing and Bindery Services

Print Fold Shrink wrap Trim _____
 Collate Pad Staple _____ Hole punch _____
 Other _____

*Delivery

Call for pick-up when ready, ext. _____

For more than 3 locations, attach a separate distribution sheet.

Send to _____
Campus _____ Bldg _____ Rm _____

Mailhouse Services

Bulk Mail Services: Mass mailings (more than 200 like pieces) that use college funds must be approved by the director of Creative Services.

Download the Mail Support Form and submit with this work order.
All request forms can be downloaded from Sharpshoot: Divisors > Enrollment Services & Student Services > College Communications > College Communication Forms

Submit

Project content (.docx format), mail support form, distribution lists and this form can be submitted by email to creativeservices@cchcmd.edu.

Hard copy materials can be sent to: CCBC Catonsville, CSRV, Creative Services. Fax: 443-840-5199

Please retain a copy of this form for your records.

Additional Info (See notes under Design Services and Delivery)

Creative and Printing Services Use Only

Received on _____ Due to _____
Dropbox: quickpress forms other _____
Filename _____
Designer _____ Design approved _____
Proofs sent (initial and date):
Editorial proof _____ Read _____
Customer proof 1st _____ 2nd _____ 3rd _____
Sent to press _____ Due from press _____
=====

Operator _____ Date completed _____
Mailed or called for pick-up on _____ by _____
Total quantity needed _____ plus # of samples _____
samples (recipient/address): _____
Up on master _____ Sheets of paper _____
Number of originals/sides to be printed _____
One side only _____ Both sides _____
Name/weight of paper stock _____
Color of paper stock _____
Size of paper stock _____
Color(s) of ink _____
Finishing details _____
Print cost _____
 Notified for mail pick-up # of boxes/pieces _____
Mail pick-up location _____
Job tracking number _____

Sample Production Schedule and Print Spec

Cockpit in Court 2013 Brochure Production Schedule

1/11 work request and copy sent
2/11 Suessical art delivered
2/13 bids sent
2/18 CIC show art options
2/19 CIC show art selections by LB/AL
2/22 CIC brochure – proof 1 to LB/AL
2/27 CIC bro changes back to DM
3/5 CIC bro – proof 2 to LB/AL
3/8 CIC bro – proof 2 to changes back (EOD)
3/12 CIC bro – proof 3 to LB/AL
3/15 CIC bro – final approval
3/18 CIC bro- deadline to printer (Einhorn Printing)
3/25 CIC bro – 20,000 to mail house (Zip)
3,000 no indicia versions to JL
3/29 CIC bro hit homes
3/29-4/5 Spring Break

CCBC College Communications - Publications and Graphic Services Printing Specifications

Contact: Dawn Mercurio
Phone: 443-840-4439 FAX: 443-840-5199 e-mail: dmercurio@ccbcm.edu

Name of Job: Cockpit in Court 2013 Brochure
Mechanicals: Provided on Adobe InDesign CS5
Vendor to supply delivered color and folded proof.

ELEMENTS OF THE PROJECT

Size: Flat 11" w x 17" h Folded approx. 3.5" w x 8.5" h (folded in half, then tri-fold)
Bleed: full bleed
Binding: no tabs
Color: 5/5 (varnish except on mail panel)
Paper Stock: Sappi Flo 100lb. matte text
Finishing: score, roll fold, perforation top-to-bottom on last panel (over full 17")
no varnish on mail panel.
Quantity: 23,000 (20,000 w/indicia, 3,000 w/o) + 50 samples (per LB 2/6)
Date Needed: 03.18.13 to printer
03.25.13 to mail house. Needs to deliver to homes 3/29

Delivery Locations:

3,000 copies **without** indicia to:
CCBC Essex, 7201 Rossville Blvd., Baltimore, MD 21237
Contact: Johanna Lawrence, (443-840-1534), Building B-123

20,000 copies **with** indicia to: contact: Lynn Bolden
Zip Mailing, 3118 Hubbard Road, Landover, MD 20785

50 Samples to:
CCBC Catonsville, 800 South Rolling Road, Baltimore, MD 21228
Contact: Dawn Mercurio, Building -W

NOTE: Bid must include shipping costs. Bid must be received on printer's letterhead.

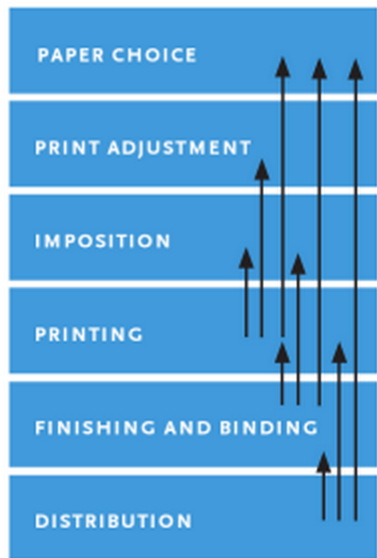


Figure 1.2

CHOICES ARE MADE IN REVERSE ORDER

In each production phase, you need to know what the following steps will require, and adjust your work accordingly. Distribution can account for a large part of a printed product's costs, and it is common to choose a paper with a lower weight to reduce costs. This can affect finishing and binding as well as printing. The requirements of finishing and binding can determine the choice of paper; at the same time, the choice of paper and printing methods determines how the image will be prepared for printing, and so on.

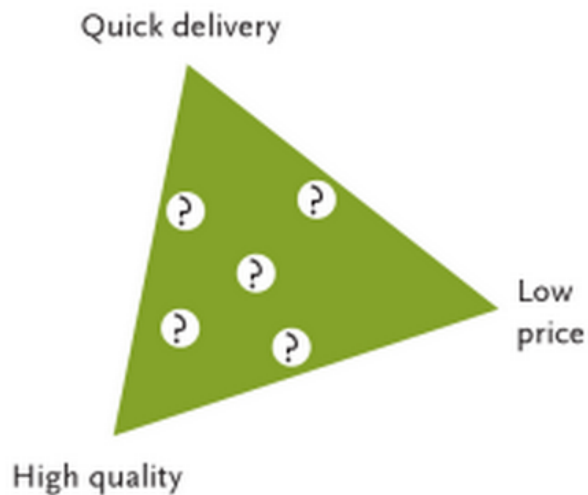


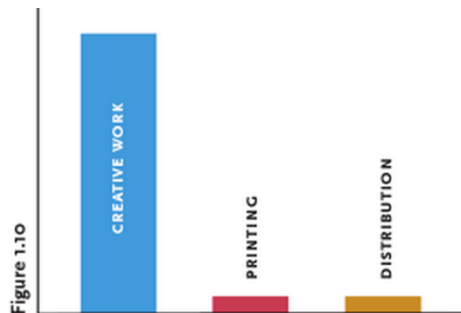
Figure 1.13

SOME IMPORTANT FACTORS WHEN CHOOSING A SERVICE PROVIDER

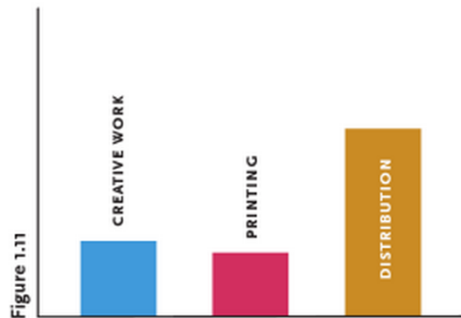
- Quality and competence
- Delivery times and delivery guarantees
- Capacity and resources
- Organization and working together
- Proximity and availability
- References and communication
- Standard practices and conditions
- Quality and environmental work
- Economy and future

PRIORITIZE IN PRODUCTION

Printers often have different strengths. It is hard to combine low price, quick delivery, and the highest quality. You have to decide where in the triangle you want to place your printed product according to what you prioritize in the project.



Costs for small editions and small volume.



Costs for large editions and large volume.

THE COSTS OF A PRINTED PRODUCT

The relative costs when you produce a printed product are divided up differently depending on the size of the edition. With small editions the creative costs, such as images, text, and design, have a great effect on the total cost, while with large editions and large volume the distribution costs dominate.

Digital Printing (RGB color mode)

Smaller runs (1000 or less usually.)

Brick and Mortar:

- Kinkos
- Staples/Office Depot
- [ABC Imaging](#) (1900 JFK Blvd)
- Mom and Pop copy centers (<http://fireballprinting.com/>)
- <http://www.belliaprinting.com> (New Jersey)

online/print on demand:

- vistaprint.com (*specializing in all printed pieces and promo items too*)
 - moo.com (*specializing in business cards*)
 - blurb.com (*specializing in books/publishing*)
 - lulu.com (*specializing in books/publishing*)
 - amazon.com - createspace.com (*specializing in books/publishing*)
 - spoonflower.com (*specializing in fabrics/wallpaper*)
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Offset Printing (CMYK color mode)

Offset/Digital Printers

Brick and Mortar:

- Perfect Printing (Perfect Printing 1533 Glen Ave, Moorestown, NJ 08057) February 18, 2015
 - Bartash Printing (web press)
 - [Marathon Printing](#) (mailing services)
-

Print Sustainability



https://www.youtube.com/watch?v=qaElm_h9KpU
