COURSE NOTES

42

HOW TO DESIGN SOMETHING
THAT CANNOT BE PRINTED:
THE COMPUTER ARTIST AND
DIGITAL PRE-PRESS

Organizer
Frank Romano
 TypeWorld

HOW TO DESIGN SOMETHING THAT CANNOT BE PRINTED — THE ARTIST AND DIGITAL PRE-PRESS

Abstract: As art becomes electronic it must interface and calibrate to the final reproduction process. The concept of computer-ready art is one of the missing links in the chain leading to electronic pre-press and electronic reproduction.

This session examines the technical issues and evolving relationship between graphic designers and printers.

Digital designs reproduced on paper are limited by the printing technique, including variables such as ink and water, plates, resolution levels, and the images themselves. Designers are hampered by trapping, color consistency, font handling and graphics use.

The digital pre-press process converts an image into the form needed for reproduction. If this process is not understood, it is possible to design something that cannot be printed.

Frank J. Romano is Editor in Chief for three of the publications in the PennWell Graphics Group, TypeWorld, Color Publishing and Computer Artist. He is co-editor of the International Paper Pocket Pal and a frequent contributor to the trade press. He has taught typography and graphics and lectures throughout the United States and Canada.

P.O. Box 170
Salem, NH 03079
(603) 898-2822
Fax (603) 898-3393