

GRAPHIC TECHNIQUES

GRAPHIC TECHNIQUE SAMPLE BOOK

The Sample Book is a collection of actual printing and design techniques used in the creation or the production of design. This book will be a self-published research project that will incorporate the list of techniques included in this assignment.

TIPS ON THE CREATION OF THE SAMPLE BOOK

- Samples should be collected throughout the semester. Do not wait until the last minute!
- Use InDesign to lay out pages and create the design
- Design is an essential element in the Sample Book and counts heavily toward the success of the final grade
- Samples should demonstrate the technique without question; in other words the technique used for a sample should be the main focus of the print sample piece
- Students may print the interior pages using the Communication Design color printers, but must provide own paper. Book interior format must be approved by the instructor prior to printing the interior pages. The instructor will give specs to the paper type later in the semester.

SPECS

Students will design and create a handmade hardcover book using the following specs:

Quantity: 1

Page count: TBD by Designer

Size: 11 x 8.625 inches

File format: Format of book should be designed in InDesign Binding: Side binding technique (hard cover)

Front and Back Cover: designed 12.5 x 10 inches; 10.5 x 8 live area The cover or title page must have this information on it:
ART 265: Graphic Techniques Sample Book
Term/Year

COVER DESIGN

Students will be required to design both covers of the book by creating a die of the covers. This will be a separate assignment that will count as an exercise grade, and will be assigned later in the semester.

SUPPLIES

The following will be materials students will need to construct the book:

- Newspaper or magazine for scrap paper End sheets
- Waxed paper
- Book binder clip
- Bone Folder
- Quick Bind Tape
- Pencil
- Ruler
- X-Acto and Utility Knife
- Self-healing cutting board/mat
- Foam brush
- 2-4 sheets of letter-sized Chipboard (medium weight)
- PVA glue or book binding glue

GRADE The Graphic Technique Sample Book is 50% of student's final grade. Please review syllabus for more information on the breakdown of grades in this course.

The Graphic Technique Sample Book will be graded on content, production, and creativity:

Content 85%
 Production 10%
 Creativity 5%

GRADE PENALTIES The items listed below, based on the severity of the case, may result in a failing project grade:

- Submitting Book Late: Sample Book will NOT be accepted after the deadline
- Poor Sample: Samples that are generated by the student, unless otherwise noted
- Poor Sample: Samples that are only a portion of the actual piece that may question the integrity of the sample;
 ex: Designer finds a spot color isolated on a page that also has four colors. Designer trims to sample only to show the spot color
- Poor organization of book: Failure to label and/or provide definitions for samples
- Poor organization of book: Samples are not organized in order of the list provided
- Poor Binding Technique: Portions of the book are loose from the binding
- Poor Binding Technique: Submitting the project in a 3-ring binder ; will result in a failing grade
- Dangerous Binding Techniques: Submitting a book that has hazardous binding; i.e. open wires; jagged edges, etc.
- Poor Production Technique: Samples fail to contain themselves within the dimensions of the book
- Poor Content: Failure to supply 70% of the required samples
- Poor Content: Padding the book with fake samples

WHERE TO FIND SAMPLES FOR THE BOOK?

- EVERYDAY PRINTED PIECES: Mail, Newspapers, Magazines, Packaging.
- PAPER SHOWS: Local design associations typically host paper shows for both professionals and students. Although the paper and print vendors give free samples out that these events, there may be an entry fee for the event.
- PRINTERS: Visiting local printers is an excellent opportunity to learn more about the industry as well as obtaining samples from their sample room.
- PAPER COMPANIES: Specific samples can be obtained by ordering through paper brokers and mills. Shipping fees may apply.
- FORMER G-TECH STUDENTS: Do you know someone who has taken this class before? Well ask them! Former students normally still have bags of paper samples, they are waiting to unload.

QUESTIONS ABOUT YOUR SAMPLES?

If you have a question regarding one or more samples, please know that students may verify the sample during open class time or if the student would like a review of all the collected samples he or she may schedule an appointment with the instructor. The instructor will only inform the student if the sample is correct.

CONTENT

The sample book should list the techniques on this page in the order of the list. Failure to do so may result in a failing grade for the project, depending the severity of the case.

Each item should be clearly labeled with the term and definition.

Definitions are in the class PDF lectures. A credit bibliography for other definitions found from other sources should have a footnote or a dedicated section within the book.

Each term must have at least one sample in order to receive full credit. For grading purposes, each technique will be measured equally.

ARTWORK

- Line art
- Raster art
- Vector art
- Black + White Continuous Tone (Contone)
- Color Reflective art original (photograph)

HALFTONES

- Photograph printed in 4 color process
- 2 Black + White Halftones each with different line screens
- Vignette halftone
- Silhouette halftone
- Monotone
- Duotone
- Tritone
- Quadtone
- Flat tint halftone (fake duotone)
- Highlight (dropout halftone)
- AM screening
- FM screening

PRINTING

- Letterpress printing
- Gravure printing
- Offset Lithography printing
- Thermography printing
- Flexography printing
- Screen printing

PRINT TECHNIQUES

- Die-cut
- Emboss
- Deboss
- Registered Die-Cut or Emboss
- Foil stamped
- Foil stamped and embossed

FOLDING

- Scored
 - No-Score
 - Perforation
- May used diagrams/photographs for the following:*
- Single fold
 - Letterfold/Tri-fold
 - Roll/Barrel Fold
 - Accordion fold
 - Double parallel fold
 - Right angle (French fold)
 - Gatefold
 - Double Gate fold

BINDING

- May used diagrams/photographs for the following:*
- Saddle stitch
 - Perfect bound
 - Sewn & glued
 - Case (or Edition) bound
 - GBC
 - Spiral
 - Wire-O
 - Hole punched

PAPER

- Groundwood sheet
- Uncoated paper
- Coated paper
- Coated paper - Cast Coated
- Coated paper - Gloss
- Coated paper - Dull
- Coated paper - Matte
- Watermark

PAPER SURFACE

- Columnar Pattern
- Laid Pattern
- Linen Pattern
- Felt Pattern
- Wove Pattern

ENVELOPE

Instead of a definition, please indicate the size or sizes of the envelope(s) available:

- #10 business envelope
- May used diagrams for the following:*
- Baronial envelope
 - Announcement envelope
 - Catalog envelope
 - Booklet envelope

PRINTING SAMPLES

- Poor trapping
- Out of Register
- Screen Tint
- Transparency
- Overprinting
- Printed sample using 5 or more colors
- Printed sample using 1 Spot color (no black)
- Printed sample using 1 Spot color + black
- Printed sample using 2 Spot colors (no black)
- Printed sample using 3 Spot colors (no black)
- Printed sample using 1 color on a colored stock
- Printed sample using a spot varnish as a design element

VARNISHES

- Flood varnish
- Spot varnish
- UV coating
- Laminate

IMPOSITION

Make or find a diagram of following:

- 8-page imposition
- 16-page imposition
- 32-page imposition