

Unit 2 Printing Markets

Industry Overview

Objectives for this Unit

- Review the markets that buy printing products and services
- Identify the different types of communications media
- Discuss the advantages and disadvantages of common communications media
- Identify and describe the role of local and national graphic communications associations

Teacher Required Resources

- Three examples of printing used by 5 major markets.
- Listing of local and national graphic communications associations.

Instructor Resources and Suggested Readings

- 2017-18 HOT MARKETS Forecast of Print Demand By Vincent Mallardi, CMC <http://www.piworld.com/item/the-25-hot-markets-in-the-printing-industry-for-2017-18-pdf/>
- 10 Reasons Why Print Isn't Dead Why Marketers Need to Print, A PDF article that provide the advantages of using print in a digital world. <http://www.hubcast.com/wp-content/uploads/2015/11/HubCast-White-Paper-10-Reasons-Print-is-NOT-Dead.pdf>

Instructor Information

Examples of Major Markets for Printing

Advertising

The advertising and promotion market is the largest segment for printing. Common applications within this market include direct mail, inserts, catalogs, directories and screen-printed signs. Major customers in this market include retailers, distributors, consumer services firms and business services firms.

Consumer goods

Manufacturers which include companies that produce food, health and personal products use large quantities of labels and packaging.

Textiles

Manufacturers use screen printing to produce their products.

Publishing

Publishers produce printed books, magazines and periodicals.

Wholesalers, financial and business services

Companies within this segment often use short run printing and stationery products.

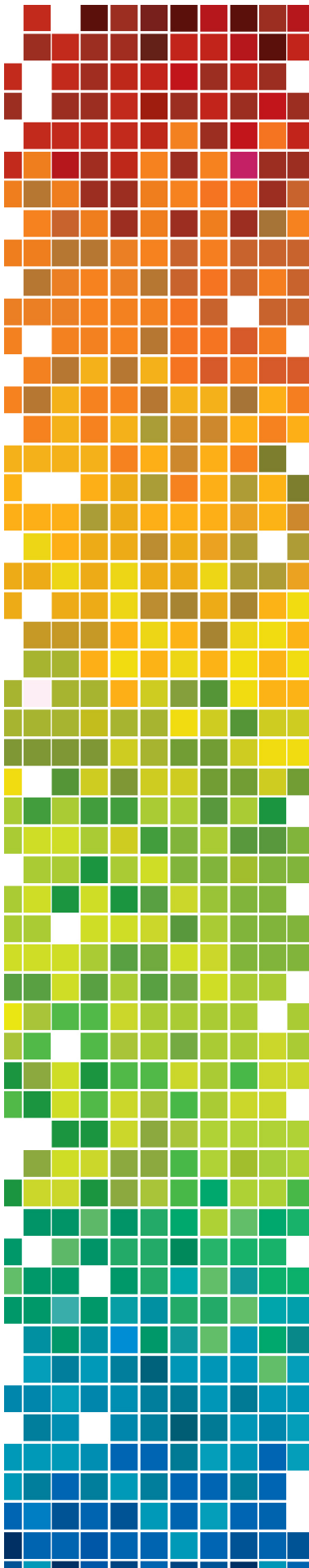
Communication Medium

Communication media refers to the way information flows from the sender to the receiver. Due to the internet, there have been many new channels for organizations and individuals to communicate their messages. These include new social media, digital and mobile messaging platforms. Traditional media includes print, TV and radio.

Many marketers use multiple channels to communicate their messages. Print media exists in many forms: from mass media one-to-one personalized versions. In between, there are formats such as the personalized direct mail and publications that can have content tailored to the specific reader. Cross media marketing strategies that include print use common graphics and data can deliver powerful personalized messages. As more information moves online,

GCSC Competencies Addressed

6. Describe the markets that use printing
 - a. Direct mail
 - b. Books
 - c. Magazines
 - d. Stationary
 - e. Packaging
7. Compare the role (cost and effectiveness) of print compared to other communication mediums
 - a. Television
 - b. Radio
 - c. Internet
 - d. Social Media
8. Assess examples of different types of communications mediums
9. Identify local and national graphic communications associations
10. Describe the purpose of local and national graphic communications associations



marketers continue to find ways to utilize the value of print media.

There are both advantages and disadvantages of each media. For example, print media such as newspapers and magazines allow for unlimited exposure. Unlike television or radio where advertising time is scheduled, prospects have potential exposure to print ads at virtually any time. A newspaper or magazine left on a coffee table can be viewed repeatedly and at the reader's discretion.

Among the reasons why many people prefer print is to do with the feel of the paper, having it in their hands means that the content is real, it exists. Direct mail uses its ability to gain access to people's homes and lives to deliver a targeted sales message.

Research has shown that has identified differences in ways people process information presented in print and on screen pixels. These studies have found that readers of print maintain their capacity to read longer articles and retain information better. Considerations for which media to use include the size and location of the audience, the cost, and the complexity and type of the offering.

Graphic Communications Organizations

Like other manufacturing sectors, the graphic communications industry has trade associations that represent different sectors of the printing industry. They offer support for every sector of the printing industry such as general commercial printing, packaging, and large format printing

Printing associations participates in public relations activities such as advertising, education, political donations, lobbying and publishing, but its focus is collaboration between companies. They commonly offer other services, such as producing conferences, networking or charitable events or offering classes or educational materials. They are non-profit organizations governed by bylaws and directed by officers who are also members.

Examples of Print Associations

Printing Industry of America (PIA)

<https://www.printing.org>

Printing Industries of America and its local affiliates offer members the products and services that enhance their growth, efficiency, and profitability. They are the largest graphic arts trade association.

Association for PRINT® Technologies (APT) formerly NPES

<http://www.npes.org/>

An association for suppliers of printing, publishing and converting technologies is a trade association of over 600 companies which manufacture and distribute equipment, systems, software, supplies used in printing, publishing and converting.

IDEAlliance

<https://www.idealliance.org/>

is a global industry association representing the visual communications industry, comprised of content and media creators, and their print and digital service providers, material suppliers and technology partners.

Classroom Activities:

- Identify 10 examples of communication media i.e TV, Radio, Print Magazines, Direct Mail, and social media sites.
- Compare and contrast the effectiveness of each medium identified (10 examples).
- Identify and discuss the effectiveness of an advertising campaign that uses multiple media (at least 3 including print) to communicate a message.
- Identify a local printing trade association.
- Discuss the benefits of joining a local and national printing trade association.

Sample Student Assignments

Develop a multimedia communications plan that includes print for your schools graphic communications educational program.

Interview a member of a printing trade association.

Discuss:

- Cost to join
- How long they have been a member
- What services are used i.e. training, financial, networking.
- What is the greatest benefit they have recieved.

Unit 2 Printing Markets



BRING YOUR MESSAGE TO LIFE!

Communicate your message in a big way
with posters, signs and banners.

Unit 22 Proofing

File Creation to Output

Objectives for this Unit

- Describe the types of proofs that are used in print production workflows.
- Identify the main elements of a proof.
- Share the proofing process within a print production workflow
- Examine a proof to ensure customer requirements are met.
- Discuss the advantages and disadvantages of soft versus hard proofing.

Teacher Required Resources

- Adobe InDesign
- Microsoft Word
- Inkjet printer calibrated to use as a proofer
- Sample page files with bitmap graphics and photographs

Instructor Resources and Suggested Readings

The ABCs of Proofing

By EFI From EDSF (Electronic Scholarship Foundation) The ABCs of Proofing explains the role of proofing in a print production workflow.

www.edsf.org/file_download/90b9f5ac-185c-4d7b-af79-09f1c4fab6d3

Instructor Information

Proofing during a print production workflow serves two purposes:

1. A proof, either hard copy or digital is sent to the customer and represents what the final project will look like. If the proof meets the customers requirements, they will approve it and it gives the printing company permission to proceed with the project.

2. A customer approved proof is used internally by production staff to verify that they are meeting the customers requirements each step of the production process.

A hard copy proof, sometimes known as a prepress proof, is commonly made using a calibrated inkjet printer. This type of a proof is used for verifying different elements such as fonts, trim size, positioning of graphics and pagination. A hard copy proof, if made to high standards may also be used to assess color and will be later used as a guide when the project is printed.

A hard copy proof may also be made on a digital press, which can be an advantage since the same printing conditions (paper, binding) are used to make a proof that will later be used for the production run.

A digital, or soft proof is normally a PDF file which is sent to the customer via email. It is generally recommended that a soft proof not be used for color evaluation since the printing company has no control over the customers monitor viewing conditions.

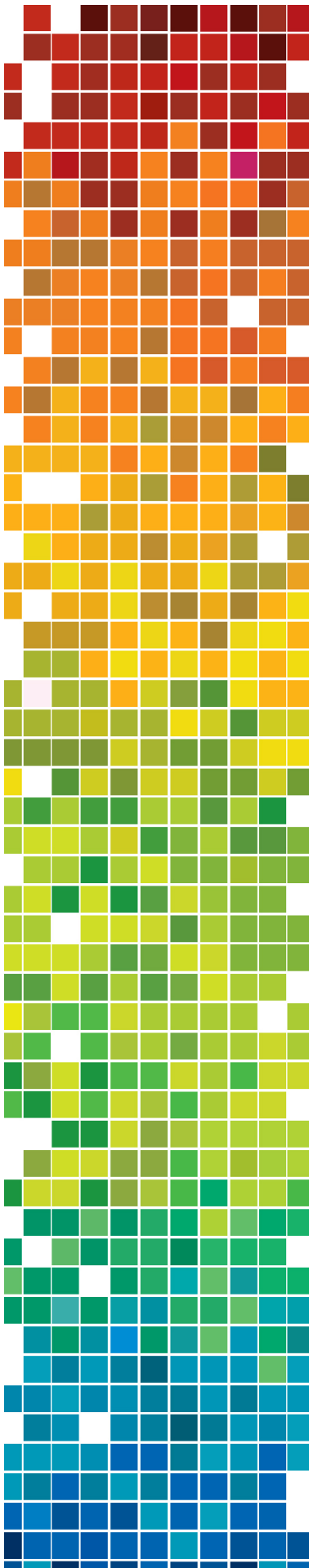
Customer proofing examination checklist:

- All graphics are in the correct position on page
- Corresponding graphic is used in correct window
- Pages are in correct sequence

GCSC Competencies Addressed

- 62) Explain the purpose of proofing
- 63) Compare hard and soft proofs





- Final trimmed page size is correct
- Fonts are correct typeface
- Bleeds are present
- Positioning of folds is correct
- Pages are in correct orientation front to back
- Binding is correct
- Pages are in correct orientation
- Color is acceptable (hard copy proof)

Classroom Activities

- Demonstrate the steps of making a traditional inkjet proof
- Demonstrate the steps of making a PDF file for online proofing
- Share a proofing checklist
- Evaluate a printed proof for errors
- Contrast the advantages and disadvantages of a hard versus soft proof.

Suggested Student Assignments

Develop a classroom role play scenario that simulates responses to customers when their proof doesn't meet their expectations.

Respond to these customer concerns:

- The pictures are too dark.
- The color of the photograph is too blue.
- Why are the fonts different from my design?
- Graphics I copied from Internet look fuzzy.
- The paper is different than the final project.
- I'm sure the proof is okay, go ahead and run the job.

Create a hard and soft proof