

Unit 4

THE PRINTING INDUSTRY

In this unit you will

- ▶ learn new words and phrases for the printing industry
- ▶ practice dealing with customers



Part 1: Digital and Offset Printing

offset machine

“Printing is a process for reproducing text and images usually on paper.”

1a Class Discussion

1. Who has worked in a printing house (matbaa)?
2. What do you know about Offset Printing and Digital Printing?
3. Which one do you think is better? Why?



1b Match

Read the text about Offset Printing and match the highlighted words in the text with their Turkish equivalents.

isteğe özel uygun maliyetli parça satış fiyatı plaka baskı blanketi
çeşit kesin pantone renkler uygulamak büyük miktarlar

Offset Printing

Offset printing technology uses **plates**, usually made from aluminum. First, images are transferred to the plate, and the plate is fed into the machine. Ink rollers **apply** ink to the plate. The inked image is transferred from the plate onto a **rubber blanket**, then to the paper.

Some Advantages of Offset Printing:

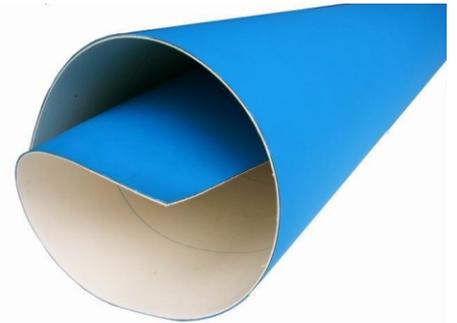
- ▶ **Large quantities** (hundreds or thousands) can be printed **cost effectively**
- ▶ The more you print, the cheaper the **price per piece**
- ▶ A large **variety** of paper types with **custom** finishes can be used
- ▶ Special custom inks, such as metallic and fluorescent inks, and **Pantone colors*** are available
- ▶ Highest possible printing quality, with greater detail and **accurate** colour reproduction

*Pantone is a colour palette containing 1,757 unique and individually numbered colours

aluminum printing plates



a rubber blanket



1c Check your understanding

Decide whether the following statements are true (T) or false (F) according to the above information:

1. Ink comes from rollers.
2. The ink from the aluminum plates is pressed on the paper to produce the print.
3. You can have 2000 business cards printed cost-effectively.
4. Offset printing can use limited types of paper.
5. You can have special colours in your prints.
6. Offset printing does not give you the same colours as you see on the screen.
7. Price per piece is the same if you order 500 pieces or 1000 pieces.

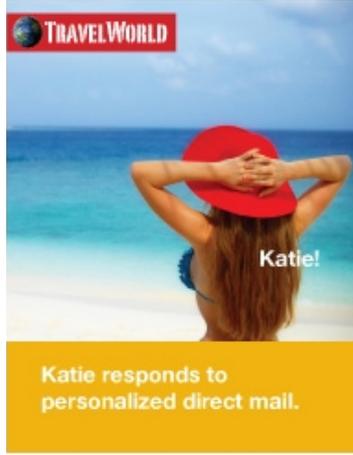
plate and blanket (green)
in the offset machine



1d Discuss with your partner

What are the similarities and differences between these prints?

Make notes using the words *image, colour, text, etc.*



Variable Data Printing (VDP) http://www.graphicpartners.com/images/variable_print.jpg

1e Match

Read the following text about Digital Printing and match the highlighted words in the text with their Turkish equivalents.

kurulum maliyeti

kabul edilir

düşük baskı adeti

küçük miktarlarda iş

Digital Printing

Digital printing refers to methods of printing from a digital-based image directly to a variety of media. It usually refers to professional printing where **small-run jobs** from desktop publishing* and other digital sources are printed using large-format and/or high-volume laser or inkjet printers. Although printing quality is not as good as offset printing, it is **acceptable** to most people.

Some Advantages of Digital Printing:

- ▶ **Setup costs** are lower for **short runs**
- ▶ Print only the amount you need, when you need it
- ▶ Lower minimum quantities (as low as 1, 20 or 50 pieces)
- ▶ Variable data printing (VDP) . Offset printing does not do this.

“

**Desktop publishing is creating documents on a personal computer*

”

Pasted from <http://en.wikipedia.org/wiki/Digital_printing>

1f Discuss and decide

Read the following customer needs and decide which printing method is better for each case. Explain your decision.

- ▶ A couple getting married needs 500 wedding invitation cards.
- ▶ Another couple wants to personalize their wedding invitation cards by putting people's names on them.
- ▶ A man's dog is missing and he urgently needs some flyers to put around.
- ▶ A restaurant needs 20 menus.
- ▶ A construction company wants catalogues with special paper finish and colours.

Part 2: Print Production

2a: Class Discussion

Print production is a 4-stage process:
Graphic Design, Prepress, Printing, and Finishing

What happens after a graphic designer finishes the design work?

2b Match

The following text talks about different stages of Print Production.

1. During the first reading check the meanings of the highlighted words in your glossary.
2. Read again and match the photos with the different stages.

Stages of Offset Print Production

A print production job generally begins with the client or customer. This “client” can be a book or magazine publisher or a businessperson.

Graphic Design Stage

Graphic design work might include page layout, typography, illustration, photography, colour decisions, and producing a final electronic file. During the graphic design stage the client generally **approves** the final work before it goes to the printing company.

Prepress Stage

Prepress normally includes some of the following: receiving media files or downloading them from the web; creating a **proof** for client approval; making any changes requested by the client; creating negatives; and finally preparing the printing plates.

Printing Stage

This is the mechanical process of applying ink to paper using a printing press. The printing press is the most cost effective way of producing large volumes of printed materials due to its speed and the lower cost of paper.

Finishing Stage

This stage can include one or many steps depending on the end product: cutting (also called “trimming”), folding, laminating, perforating, stitching (with wires or staples for magazines,) perfect binding (for **paperback books**), spiral or plastic comb binding, and hardback bookbinding. The final step includes **packaging for delivery**.

Adapted from <<http://www.dontummy.com.ng/print.html>>



perfect binding



hardback binding



spiral binding



plastic comb binding

Homework

Think of a **3-fold brochure** and write a short article entitled 'Story of a 3-fold brochure'. Describe what happens at each stage.



Story of a 3-fold brochure

by

Part 3: Prepress and Customer Approval

3a: Class discussion

Proof is a trial print of a page used for making corrections before final printing.

The customer should approve the proof before it goes into print.

- ▶ What are the things that a customer would check in a 'proof'?
- ▶ What do you think they say when they approve and when they disapprove?

3b Match

The following photographs and text is about the customer approval process. Work with your partner and

1. find the highlighted words and phrases in the photographs
2. match the photos with the text

1. For colour printing, a **pre-press technician** uses **digital colour page makeup systems** to produce an **electronic image** which shows what the printed page will look like.

2. The technician then prints a copy or **'proof'** of the pages as they will appear.

3. The technician shows the 'proof' to the customer for **approval**.

A)



B)



C)



3c Fill in the gaps

Below is a dialogue between a customer (C) and a prepress technician (T). Fill in the gaps as you read the dialogue. Then act it out with your partner.

Part 1 (on the phone)

T Good morning Mrs. White, I've got the (1) for your poster ready. I need your (2) before we can start printing. Can you come in to have a look today?

C I'm very (3) this week. I saw the electronic copy and it was OK. I'd say go ahead with the printing.

T Mrs. White, I'm afraid I cannot do that. Things might look different when they're (4) so you should really see the printed test copy. If you don't like the final (5) there's no going back.

C OK, I guess you're right. I'll be there in an hour.

Part 2 (in the printing house)

T Hi Mrs. White, I'm glad you made it. Here's your proof.

C Oh, that looks (6)!

T Take your time and check the (7).

C Hmm, I can see a few (8) mistakes. Also the (9) colour is a bit too dark and the fonts do not (10). Otherwise, I really like it.

T OK, please (11) the spelling mistakes on the proof. We'll fix the background colour as well. Could you please wait for about 15 minutes? I'll get you another proof after the (12).

C Great, thank you.

great
printed
background
stand out
details
changes
busy
correct
spelling
product
proof
approval

Useful phrases

I'll be there: orada olacağım

go ahead: başla

I'm afraid I cannot do that: üzgünüm ama yapamam

there's no going back: geriye dönüş yok

I guess you're right: sanırım haklısın

I'm glad you made it: gelebildiğine (yapabildiğine) sevindim

Part 4: Printing Company Products & Services

4a Class Discussion

- ▶ What is the difference between a product and a service?
- ▶ What products and services can you think of in the printing industry?

4b Discuss and decide

Printing companies offer a wide range of products and services. Below are some examples. Look at the words and separate them as 'Products' and 'Services'. Check the unknown words in your glossary.

Banners - Binding - Brochures - Business Cards - Calendars - Catalogues - Cutting - Envelopes - Flyers - Folders - Graphic Design - Lamination - Letterheads - Leaflets - Menus - Mousepad - Mugs - Newsletters - Pens - Postcards - Posters - Stationery - Tickets - Website Design and Maintenance

Products

Services

4c Class Discussion

1. Have you ever heard of an 'online printing company'?
2. How do you think online printing works?
3. Below is an image from the website of an online printing company. What different products can you see?
4. Where do you click on this page if you want to order business cards?

The screenshot shows the Vistaprint website interface. At the top, there is a navigation bar with links for Home, Top Products, Help, and account options. A search bar is also present. Below the navigation, a main banner advertises 'PREMIUM BUSINESS CARDS' with a 'NEW!' badge and a 'Get Started' button. The banner features several examples of business cards with different designs and colors. Below the main banner, there are four smaller product categories: Photo Books, Business Cards, Cards & Invites, and Flyers, each with a play button icon. The website also includes a 'Non-business customer? See prices inc. VAT' notice and a 'See All Premium Designs' link.

Screen clipping taken: www.vistaprint.co.uk

4d Read and decide

1. Read the following text and write down two advantages of online printing.
2. In your opinion, what might be the disadvantages of online printing?

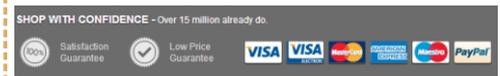
Why Use Online Printing Services?

Online printing services is a practical way of professionally printing your documents, fliers, brochures, business cards and many other items through an online printing company. This means that you do not have to go to the printing house to get your prints started. You just go to the online printing company's website and follow the steps.

For the design part, you can use a professional designer, use do-it-yourself design tools on the website, or create your own design and just upload it to the site. Online printing services will help you prepare your document for printing. Online print services also offer a variety of paper and cardstock choices, as well as binding and other finishing options. After you preview and approve your designed document, you enter your address and pay with an online payment method. The printing service takes your design and prints as many copies as you need, all with professional quality.



This is a business card created online



online payment methods

4e Group discussion

1. This is the editing tool of the online printing site. How can you customise the template?
2. Can you get a proof when you are finished?

Part 5: 3D Printing Technology

5a Class Discussion

- ▶ What is the difference between 2D (two dimensional) and 3D (three dimensional) printing?
- ▶ The lemon juicer was created by a 3D printer. What do you think it is made of?
- ▶ If you had a 3D printer what would you like to create?



Screen clipping from www.thingiverse.com

5b: Check your understanding

Find the answers to these questions in the text on left:

1. What kind of materials do 3D printers use?
2. How do they create real objects?
3. What software can you use to create models for 3D printing?
4. What can you find on www.freegiverse.com website?

3D printing turns computer models into real physical things. It takes different materials, from biodegradable plastic filament PLA to ABS plastic to Nylon, melts it into thin layers onto a surface, moves up and prints another layer. After layer upon layer, you are left with a physical object. If you have a 3D printer, you can use 3D modeling software such as Solidworks, the free google sketch up program, or go to thingiverse.com, download free things that people have already created, and print them out in your own home or office or classroom.



a 3D printer

Pasted from <http://www.rob3dprinter.com/pages/what-is-3d-printing>

biodegradable: dogada çözüdür
filament: tel
melt: eritmek
layer: tabaka, kat

5c Match

The following text is about building houses with 3D printing technology

During the first reading, match the highlighted words from the passage with their Turkish equivalents:

boyut **boyutunu büyölmek** **kocaman (two words with this meaning)**
istege özel inşa edilmiş **beton** **yolunda gitmek** **yapı**

Giant 3D printer could build homes in under a day

Scientists in California say new technology will soon allow **massive** 3D printers to build entire multi-level houses in under one day. University of Southern California Professor Behrokh Khoshnevis has been working on a building printing technology called **contour crafting**. Soon, he says, he'll be able to use that system to create **structures** out of **concrete** using a **gigantic** 3D printer. It is "basically **scaling up** 3D printing to the **scale** of building," Khoshnevis said. Everything is being made automatically nowadays, from shoes and clothes to home appliances and automobiles. "The only thing that is still built by hands are buildings," he said. If the scientists **stay on track**, soon people will be able to have **custom-built**, 3D-printed homes in less than 24 hours.

5d: Check your understanding

Answer the questions according to the text:

1. How long will it take the 3D printers to build a house?
2. What is the name of this new technology?
3. According to Prof. Khoshnevis, what is the only thing that is not built by machines?
4. Will these giant printers build different house models or just one style?