

UNIT 3

Paper and Printed Materials

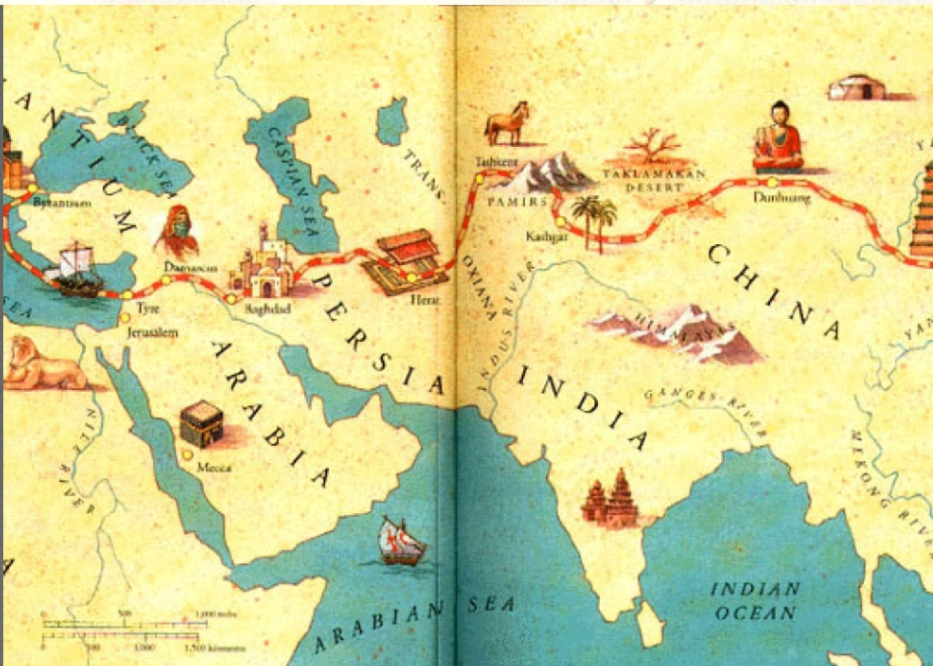
In this unit you are going to learn about

- paper
- printed materials



Did you know?

The word paper comes from the ancient Egyptian writing material called *papyrus*, which was made from the papyrus plant. But paper was invented by the ancient Chinese in the 2nd century BC during the Han Dynasty. It spread slowly to the west via the Silk Road. The Chinese Ts'ai Lun was the first person to describe how to make paper from cotton rags.



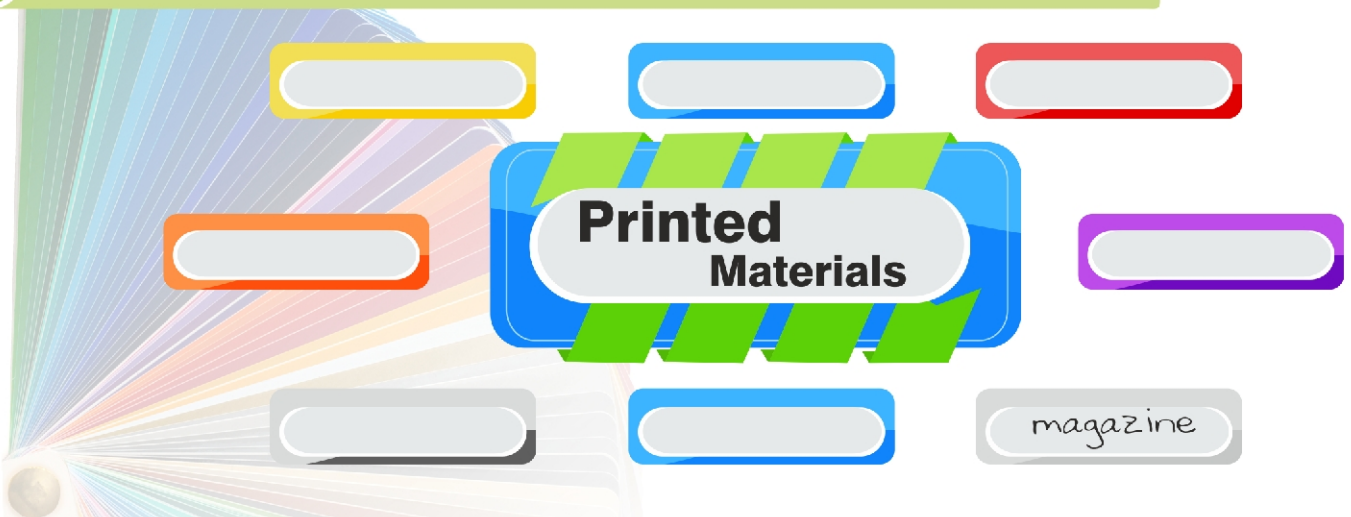
Warm-Up

Think about paper in your everyday life and its uses. (Where / when / why do you use it?) Write your answers around the bubble.



Activity 1

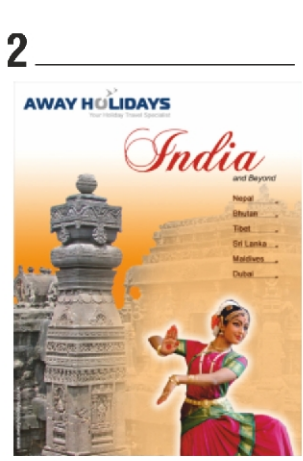
Think of examples of different kinds of printed materials. Write your answers in the space below.



Activity 2.a

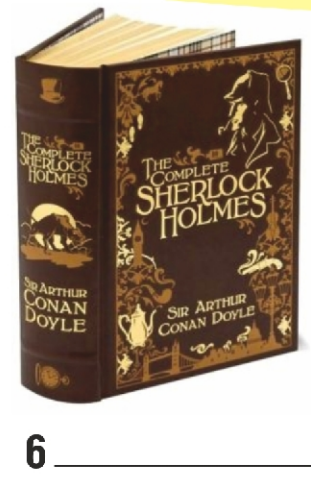
Look at the pictures of different kinds of publications. Label each picture. Use the words below.

- comic guide book magazine manual book newspaper



extra vocabulary

Telli: spiral
Zimbali: stapled





Activity 2.b

First look at the paper types and read the definitions below. Then, write what kind of printing paper is used for each of the printed materials in Activity 2a.

Material	Paper Type
1	
2	
3	
4	
5	
6	

Paper Types

Types of Printing Paper

1 Uncoated Printing Paper

Uncoated printing paper is used for projects such as business cards, bookmarks and stationery items like letterheads and envelopes. This is usually low-quality paper.

Examples:

Copier Paper | Used for ; copying, typing, plain-paper faxes, general stationery

Newsprint | Used for ;printing daily newspapers

2 Coated Printing Paper

a. Matte

Matte printing paper is used for everyday items like books, postcards, fliers, greeting cards, reports, brochures, catalogue and magazine inserts and documents containing multiple images, like photographs. This is usually high-quality paper.

Example:

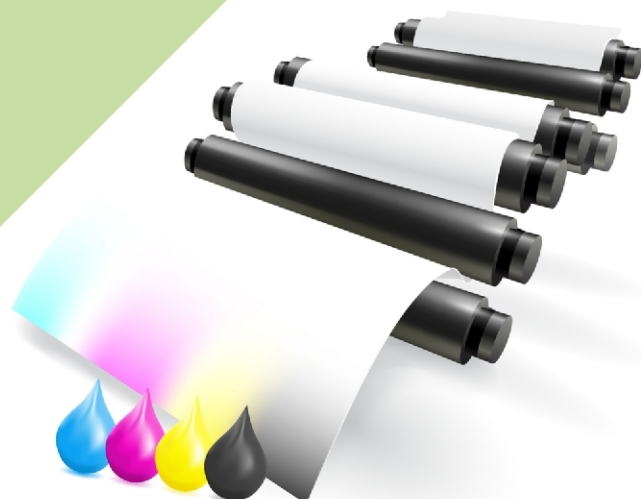
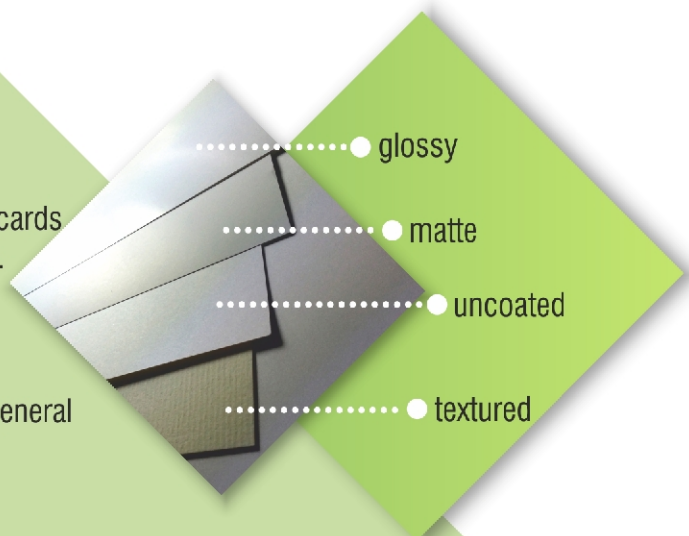
Book Paper | Used for; book text paper and book cover paper.

b. Glossy

Glossy printing paper is used in special projects and items such as magazines, fliers, photographic prints, posters and brochures. This is usually high-quality paper.

Example:

Art Paper (Kuşe Kağıt) | Used for ; brochures, calendars, magazine covers, magazine text (where high quality printing is required)





Activity 3.a

Look at the pictures of different kinds of publications. Match the names of the publications with the pictures.

a. flyer

b. leaflet

c. brochure

d. poster



information box

A flyer or flier (el ilanı) is used for announcements of events, especially for concerts and club openings. It is one piece of paper. It is usually thrown away after reading. A poster is a larger version of the flyer. It is usually single-sided (tek taraflı).



Activity 3.b

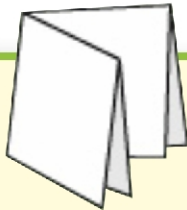
First look at the images of folding options for printed materials. Then, write what kind of folding is used for the materials in activity 3a.



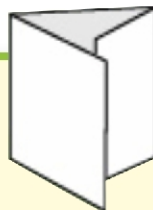
Folding Options



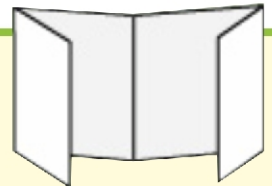
Single Fold



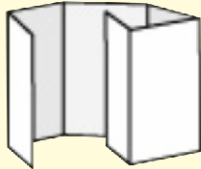
Poster Fold



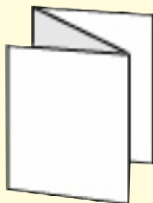
Letter Fold



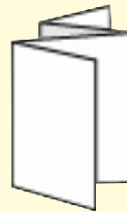
Gate Fold



Roll Fold



Z-Fold



Accordion Fold



No Fold

Letter Fold or Tri-Fold: / Çift Kıvrımlı /



Next Lesson:

Bring different examples of leaflets, brochures, posters, flyers and business cards. Then, talk about their qualities.

Activity 4.a

Look at the materials below. Talk about the mistake made in each item according to the list below.

- bold
- capital letter
- full stop
- italic
- underlined
- comma

Homework:

Design a double-folded leaflet for a new company and present it to the class.

Activity 4.b

Look at your classmates' projects. Do they have any mistakes? If they do, list them. (The projects from Activity 4)

Did you know?
The biggest mistake made by restaurants is poor menu layout and design. A good menu design can improve sales by an average of 2 to 10 percent.



Did you know? ORIGAMI

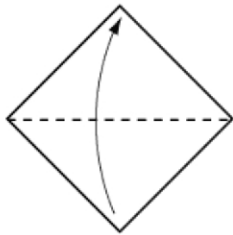
Origami is the traditional Japanese [art](#) of paper folding, which started in the 17th century (from *ori* meaning "folding", and *kami* meaning "paper"). It became popular outside Japan in the mid-1900s. It has now become a modern art form.



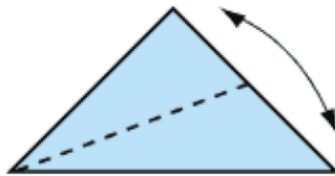
Challenge:

Make your own drinking cup. You need some square art paper of any size. Then, follow the instructions.

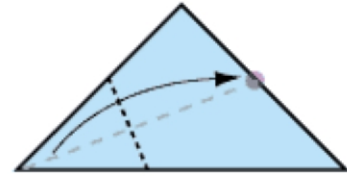
Origami Drinking Cup Instructions



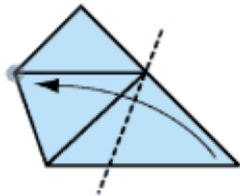
1 Start with your paper white side up. Fold in half, as shown.



2 Fold the top corner down to the baseline. Crease well and unfold.



3 Fold the bottom left hand corner up to the crease line just made.



4 Now fold the bottom right hand corner up to the opposite side.



5 Fold the front flap downwards.



6 Now fold the back top flap backwards in the same manner.



7 Open out. Your drinking cup is finished!

Fun Activity



Did you know?

With this paper design the world record is held by Ken Blackburn, an American, with 18.8 seconds. The world record is for flight time in the air, not the distance, and it must be indoors.

Daily Mail, Saturday, September 21, 2002

1 Fold sheet of A4 lengthways, as a guide to the steps that follow.

2 Fold upper corners inwards at 45 degrees. They should meet in the middle but not cross.

3 Fold these again, halving the angles, to give you the arrowhead shape.

4 Fold over the nose, lining it up with where the other folds meet in the middle.

5 Fold down the middle. Folds should be neither too sharp, nor too rounded.

6 Fold back 3/4in of paper from widest bit to create winglet. Repeat for other winglet.

7 Fold back both wings, parallel to the centre fold. Fold should be halfway up the nose to form a fuselage to grip.

8 Work the wings into a shallow V, the winglets at 90 degrees to the wings, pointing down. Now hold the plane and send it on its first test flight. Don't be afraid to tweak the model until you achieve a perfect flight.

How to make the perfect paper plane