

GD 127—Graphic Design Workflow

Notes on Chapter 1

COMPELLING QUALITY

Basic Printing

- Involves standard materials and quality control at quick printers and copy centers
- Using devices that print with toner not ink, gets the job done reasonably well without losing too much quality
- Usually only one or two colors
- Photographs are recognizable but may lose details from the originals

Examples:

Political flyers, business forms, newsletters, real estate brochures

Good Quality

- Involves standard materials and quality control at commercial and publications printers.
- Images may be reproduced with either toner or ink
- Colors are saturated
- Color photos subjectively pleasing
- Black and white photos are sharp
- Register tight but not perfect

Examples:

Direct mail catalogs, most hardcover books, retail packaging and magazines such as Time and Newsweek

Premium Quality

- Requires careful attention to detail
- High-grade materials and presses using ink or toner
- Color photographs subjectively match originals
- Black and white photos appear very sharp
- Products have few flaws and seem almost perfect to people who are not graphic arts professionals
- Many commercial printers do premium printing when schedules and budgets permit

Examples:

Upscale clothing catalogs, annual reports from large corporations, and magazines such as Communication Arts and National Geographic

Showcase Quality

- Combines the best machines and materials with operators who give scrupulous attention to detail
- Everything from design to paper is first class
- Color photos come as close as possible to matching products or original scenes.
- Products themselves are forms of art that only a few printing buyers can afford and only specialist printers can achieve

Examples:

Museum-grade art books, brochures for expensive automobiles and resorts, and the finest annual reports

Matching cost and value

Many professionals approach budget planning by estimating how much the job is worth to them when properly done. Brochures that sell million dollar private jets are worth far more than brochures that sell \$30 books. Even if the job you have in mind doesn't lead directly to financial profit, you hope it produces specific results such as better public relations. You must decide how highly you value those results and what you are willing to pay to achieve them.

Unit cost

The cost of one item in a print run computed by dividing the total printing cost of the job by the quantity of products delivered.

Work For Hire

Creative work for which the creator agrees that the client owns the copyright to finished product.

Copyright belongs to the person or organization that creates the work. If a logo, technical drawing or photograph was made by a freelance artist, the creator owns the copyright. If the work is created by an employee as part of the job responsibilities, the organization owns the copyright. Even if an image was created on commission for a client, the artist owns the copyright unless the contract between the client and artist includes a specific provision —called work for hire—that transfers ownership to the client.

Intellectual property

Copyright law protects creators of intellectual property when they have placed their creations in a tangible medium of expression.