ART3185: Digital Imaging and Interactive Media

Week 6

Digital publishing and eMagazine
Almost 1500 years ago, the Chinese began carving *blocks of wood* into the shapes of characters. They carved an entire page at a time. Mistakes were drilled out of the wood plates, plugged and received. The concept of movable type was invented around the middle of the eleventh century.

The concept of making characters a consistent size was the beginning. They were then able to assemble the characters in rows. Once they had the rows put together, all they had to do was ink them up, lay a sheet of paper off. If they were careful not to move the blocks, many virtually identical copies could be made.
History of publishing

Of course, they had to have something to print on - which they also invented. Chinese writing was originally done with brush and ink on silk.

Paper

The paper was smooth and flexible. It allowed strokes that flowed gradually. The ink was absorbed into the surface, producing a rich deep black.
Making paper
The Renaissance

In the mid-1400s, several people were experimenting with various printing techniques. Printing production did not exist, although the basic theory was understood. Fine art printing was becoming a mature art form. The concept holding everything back was availability of something to print on.
History of publishing

The Importance of Paper

The 1400s were a fantastic time of intellectual excitement. Everything was coming together.

The Copts (a societal group in Egypt) had been using woodcuts to print textiles since at least the sixth century. Throughout medieval Europe, textile printing was common. Etching and engraving techniques were well known by metal workers throughout Europe.

The Arabs had paper in the eight century. The Moors brought it to Spain by the twelfth. Paper mills were up and running, first in Italy. Then the Germany by 1400. By the time Gutenberg was experimenting, paper was common and reasonably priced. The availability of paper naturally triggered the desire to use it.
History of publishing

Johann Gutenberg

Gutenberg usually gets the credit for inventing the process instead of the Chinese. Actually there were many men experimenting with the process.

What Gutenberg developed was a method for making metal type which was much smoother than wood or clay and lasted a lot longer. He also developed a casting system that enabled relatively rapid production of type letters and characters.
Before Gutenberg, a wealthy noble with a huge library might have twenty or so books. All books were hand-copied (by monks). When you ordered one, the wait was measured in years. Because they were hand-drawn, they were gorgeous. But they were the equivalent of fine art originals. As a result, they were very rare.

By 1500 (forty years later), libraries grew to thousands of volumes, as print shops sprang up throughout Europe. Popular fiction was invented, the first widely distributed romance novels.

In the mid-sixteenth century, Bibles made it into the hands of ordinary people in their own language. This triggered the disruption of the Reformation. The Greek and Roman classics, in addition to the rest of the books being printed, enabled libraries which enabled universities.

It became possible for an ordinary person to study masters long dead or a long way away. Reading became the central skill of education. Since became possible as people could now easily share ideas across continents.
At the same time Gutenberg was developing what we now call letterpress, fine art printmaking exploded. Some of the best printmakers that ever lived were active in the hundred years following the 42-line Bible.
Engraving and etching were also used for another method of printing. Known as intaglio this technique was the major source of printmaking for fine art. It was not used by the printing industry until much later, due to the difficulty of using type with this technique.

There were many advantages to this technique, especially with etching. For the first time, it was possible to reproduce original drawings. Because etching were drawn directly on a coated plate, with the image reproduced in quantity. Rembrandt’s etchings demonstrates a fluidity of line and a mastery of line control that has never been matched.
Cylinder presses for letterpress

The cylinder press solved some of the press problems with letterpress. By rolling a cylinder over the plate, several things were accomplished. Because a cylinder’s contact and pressure point is in a narrow strip, sufficient pressure to transfer the ink could be reached more easily. Cylinders could also be rolled much faster than a pressure plate could be lowered, squeezing the paper onto the ink. Adding inking rollers just after the person cylinder increased the speed by automatically re-inking the plate. Production reached thousands of pages a day.
History of publishing

Digital printer - quick printer


Originally, laser printer were too coarse, but soon they were producing output that surpassed quick print quality. At present, quick printers can be totally digital.

Since plain-paper copies and high-resolution laser printers have become common office equipment, quick printers have had to add design and color capabilities to say in business. Copy shops converted to digital printers like Kinkos have become major forces in our industry.
Digital printer - **commercial printer**

Commercial printers are the top of the heap in printing in terms of quality, versatility, and price. This is custom manufacturing at its best. Every run is custom product, produced to exact standards, under tight deadlines, with uncommon teamwork.

In larger traditional industry segments, we find huge printing giants specialising in very limited markers. In commercial printing, versatile is the key and quality is the byword. In a single day, an average commercial printer might produce full-clod track brochures, two-colour business cards, a three-color poster, product sheets, greeting cards, some letterheads, a newsletter or two flyers, booklets, fine art reproductions, calendars, catalogues, programs, or virtually anything else you can think of - all to a quality that most people consider perfection.
History of publishing

Web technology

Web technology is the basis of the following segments:

• Book publishing
• Newspaper
• Periodicals
• Catalogs and directories
Web design versus print design

Publish magazine published some stats in 2000 that lead us all to believe that print designers spend half of their time designing for the Web and vice versa. Publishing is publishing. Except for technical considerations the same design personnel do both. Obviously some are better at one or the other. Both areas have very different design considerations.

**Things to discuss -**

**What are the differences between web and print design?**
Web design softwares

The best softwares applications for Web graphic creation are still FreeHand, Illustrator, and Photoshop. Fireworks and ImageReady are more specialised. Flash offers new and powerful animation capabilities but bandwidth is still inadequate.
History of publishing

Web/print design softwares

What are some of these technological improvements?

**Fonts and font technology** - thousands of fonts are widely available, and new fonts can easily be created and customised

**Page layout software** - desktop publishing puts professional tools on almost any Mac or PC

**Illustration and image manipulation** - led by Adobe’s Illustrator and Photoshop

**Postscript and PDF** - sophisticated page description languages that enable pages to be viewed on monitors, printed out on laser printers, and put through professional prepress workflows within the application programs that created them

**Color management systems and standards** - resulting in more reliable rendering of colors on monitors, on proofing systems, and in the pressroom
Things to consider

Most of your Web design problems will be solved if you simply remember the reason for the site in the first place. If you’re getting paid to design the site, the client needs to make income from it. So, you immediately go back to the same old questions:

What is the product?
Who is the client?
What does the client want the reader to do?
What is the message?
Who is the reader?
History of publishing

eMagazine

Magazines have been slow to develop on the Web - partly for technical reasons (it’s hard to reproduce the magazine-reading experience online, especially for a graphically sophisticated magazine dependent on page-flipping, although the new Zinio system does just that) and partly for commercial ones (the combination of the early expectation that content on the Web should be free coupled with the failure of Web advertising to meet admittedly overblown expectations).

Plus, Web users expect interactivity and rich linking.
History of publishing

Cultural impacts

This had obviously simplified and democrotised the process of producing pages, but, most important from the professional point of view, it has lubricated the process. Artists no longer have to sketch type and layouts then steppe and photos and wait for proofs to be delivered, and then cut and paste these into pages - and wish there were time to change the style of a headline or the size of an image, but having to make do with what’s in hand.

Now pages are designed with real type, over which the artist has complete control, and real images, which the artist can resize to her heart’s content.

Things to consider - In-class discussion

Discuss about the production modes of eMagazine and the impacts
屯門反水貨客示威 13人被捕
週日 2015-02-08 10:27
柯惠欣

「基本法邊隻字寫要我們袋住先！」——專訪蔡堅

（獨媒特約報導）政改第二輪諮詢鬧得熱烘烘，連向來被人認為對政治較冷感的醫界也變得活躍起來。去年10月現任醫學會會長史泰祖以一票否決在醫學界進行政改諮詢，...

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