

Specifying the Publication Process

TC412 · Winter 2003

For the final assignment, find an example of a print publication (such as the sort we have examined in the critique assignments). This publication should have at least 32 pages, should use at least some process color, and should employ some paper(s) besides (or in addition to) 50# offset white uncoated, unfinished stock.

Assignment

Create a detailed specification for a printer (in this case, UW Publications Services) providing all necessary detail about typographic, image, prepress, paper, ink, printing, binding and finishing specifications necessary to create the example publication you have chosen. You will:

- fill out the Beach and Kenly 'Request for Quotation' form (pp. 174-175)
- fill out the UW Publications 'Request for Printing' form
<http://www.pubserv.washington.edu/ReqForPrintOrdForm.pdf>
- create a 'dummy' mock-up demonstrating folds and pagination
- produce a one- to two-page description, separate from the information you would provide to the printer, describing why you make any choices you do which may differ from an exact replica of the original

For this assignment, you will be given credit for specifying changes in the publication process for your job which either: (a) decrease the cost with minimal quality differences, or (b) improve the quality of the publication with minimal cost differences, or both.

The assignment will be due in class on March 12th, 2002.