

Color Seminar *for* Press Operators

How

This program is presented in down-to-earth terms with realistic examples and demonstrations. The instructors presenting this program are experienced and qualified people with practical experience as well as sound theoretical knowledge. Along with talks, presentations and open discussions, the T&E Center's fulltime professional press crew will guide participants in experiencing many of the things discussed.

Cost

Tuition for the four-day program is \$425, which includes tuition, supplies, and special reference materials (not room or meals). Enrollment is limited to provide individual attention and opportunities for question-and-answer periods and group discussions. Seminar reservations will be confirmed upon receipt of application form or letter requesting enrollment. Rooms for participants are reserved at a nearby motel for arrival the day before the program.

Due to the limited enrollment and cost factors in our programs, cancellations may be made up to one week before the program with full tuition refund. Cancellations less than a week before and more than 48 hours before the program will be charged a \$50 service fee. Tuition can not be refunded on cancellations less than 48 hours before the program or non-attendance.

Additional Information

About registration or course content: write or call Val Johnson, (716) 475-2758.

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RIT reserves the right to introduce new programs and to cancel or withdraw existing programs when necessary; and to modify tuition rates, program content and staffing without notice.

Program Summary

Basic Principles of Color Reproduction

- A short history of color printing
- Additive and subtractive color
- Primary and secondary colors
- Color reproduction guide
- Three-color reproduction
- Black printer

Process Inks

- Ideal inks
- Ink deficiencies
- Balanced inks
- Gamut of printed colors
- Gray balance
- Problem of reds
- Evaluation of process inks

Effect of Paper on Color Reproduction

- Paper-ink relationship
- Optical properties of paper
- Paper brightness
- Paper hue
- Paper opacity
- Paper surface efficiency (P.S.E.)
- Tone reproduction

Press Variables

- Sheet and web press problems
- How strong to print process inks
- Ink trapping problems
- Dot gain, slur, and dot doubling
- Ink opacity
- Sequence of printed color
- Ink tack
- Undercolor removal

Evaluation of the Printed Sheet

- Standard illumination
- Color densitometer
- Color test strips
- Color hexagon
- Color proofing