



PRINTING

All printing serves one and only one final purpose: the production of the printed image. This printed image is deposited on paper, or other printing stocks, and consists of dry printing ink. Our eyes perceive the shape and color of this image, which contrasts with the stock, and our mind grasps its meaning. These are the mechanics of communication by printing.

The immense effort of image conversion and image transfer is just a transitory means to an end. This end is obviously the printed image. Physically, it consists of areas, lines, and dots of dry ink. These are the essential facts of graphic reproduction.