

GRA 634 FINAL STUDY NOTES

Quiz #3 Answers

- XMPie uCreate Pring is a plug in to Adobe Indesign
- XMPie uCreate is available as a free download but with limited output records
- .txt and .csv are file types that can be used directly with XMPie uCreate plug-in on the MacOS

Quiz #4 Answers

- Benefits of VDP are: better ROI, higher relevancy, increased response
- Most printed VDP examples that we see CAN'T be easily done using an offset press
- Effective campaign items that can be customized are: charts, discount codes, offers, images, graphs, data, text
- The cost of a VDP mailing the suggestion is that the printer should never quote a cost per piece because we are usually printing a smaller number of pieces, so paper/print cost is lower but ROI/piece is ^^
- Today a VDP campaign could typically involve email, PURL/websites, Print, Social Media

Quiz #5 Answers

- Relating to PDF: the software program called Prevoew uses PDF, the file format is now an open ISO standard and available to all companies to use, there are many subsets of PDF for specific industries, the file format was invented by Adobe Systems
- ROOM stands for RIP Once Output Many
- PDF/X is used in orienting and graphic arts
- PDF/VT is used in variable and transactional printing
- PDF/UA is used to enhance the readability of a document for people with disabilities
- PDF/A is the file format for achiving and for long term preservation

Quiz #6 Answers

- Based only on cost the best way to print a 4/0 job in colour on 8.5x11 with no spot colours at a 1500 quantity is via Digital printing
- Lowering the cost of digital printing would move the cross over point to the right / high # copies

Quiz #7 Answers

- Using the CMYK numbers on a Pantone swatch is NOT the best way to create a Pantone colour on press
- We can print a 2 colour job on the Xerox with CMYK toner

Quiz #8 Answers

- L in CIEL*a*b* stands for Lightness
- b is not short for anything but +b is yellow and -b is blue
- both colorimeter and spectrophotometer measure Lab values
- X-Rite in picture is a spectrophotometer
- Delta E in graphic arts of 2.0 is a good match
- Delta E equation is $\text{SQRT} (L1-L2)^2 + (a1-a2)^2 + (b1-b2)^2$

Quiz #10 Answers

- In commercial printing we tend to use a RIP instead of a printer driver because a RIP provides control over many imaging parameters and provides full control over light ink cont. / ink limiting
- Inkjet RIP examples: ColorGATE, ONYX, ErgoSoft, ColorBurts RIP
- Printer driver
- One advantage of ink limiting is to reduce hooking

Quiz #11 Answers

- Maximum print width of our Roland printer is 64"
- Our Roland printer uses light inks
- Our Roland printer is an Eco Solvent printer
- Website for Roland is Rolanddga.com
- Integrated contour cutting means a system that allows for printing and cutting at the same time, and provides for print integration with prepress
- CutContour needs a 100% Magenta swatch named CutContour in Illustrator