03 Skye Soap Co.

HOMEWORK 03 · PRE-PRESS · PRINTING TECHNOLOGIES

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AH Graphic Communication
OVERPRINT · HW03

NAME | CLASS | DUE

21 marks about 45 minutes

Answer **all** questions. You may use sketches and annotations to support your answers. Write in the spaces provided.

1 Skye Soap Co. makes handmade soap. Its logo will appear on a printed leaflet and on its website.

a Explain, giving **two** reasons, why each of the following is an important consideration when producing the logo for the leaflet and website. 2

(i) Colour space

(ii) Text to vector 2

(iii) Resolution 2

b Explain why paper opacity and crop marks are important for the double-sided leaflet. 2

04

c Explain, with reference to the print specification, why offset lithography was chosen for the leaflet. 3

PRINT SPECIFICATION · product leaflet
Size: A5, double-sided · Quantity: 15 000 · Stock: 170 gsm silk (calendered)
Colours: CMYK + 1 spot (logo green) both sides · Bleed: 3 mm · Images: 300 ppi

d Describe **four** set-up requirements for four-colour offset lithography that ensure the leaflet is printed correctly. 4

04

2

The logo is also printed in two colours on cotton tote bags.



Explain, giving **three** reasons, why screen printing is a suitable method for printing the logo on the bags. 3

3

The leaflet specification above names several printing terms.

Explain why each of the following is specified for the leaflet: **calendering**, **duplexing** and **paper weight**. 3

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TOTAL / 21