

Educational Programs



Sherry Tenhundfeld

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Paper's Impact on Design and Print

THE ART & SCIENCE OF SPECIFYING PAPER (1 HOUR)

An introductory to intermediate workshop focused on the art and science of manufacturing and selecting/specifying fine printing papers. Includes an assessment on the most significant properties of paper—brightness, whiteness/shade, opacity, bulk/caliper, surface continuity and insights as to how these characteristics affect the final printed image. Included is an interactive discussion on maximizing applications for specific types of paper.

Paper Essentials can be customized for the design, printer, and merchant communities. Handouts, swatch books, promotional materials and demonstrations are included.

PAPER ESSENTIALS: FINISHES & SURFACES (1 HOUR)

An intermediate workshop, offered as a follow-up to Paper Essentials: Manufacturing & Properties, focuses specifically on the different finishes of paper—Gloss, Dull/Silk and Matte, how the surfaces are achieved through manufacturing and which surface is best for specific printed applications. Discussions include uncoated and coated paper manufacturing, domestic versus import manufacturing processes and how to best capitalize on their assets.

A variety of printed samples are used to exemplify and clarify the surfaces confusion. Ideal for graphic designers, art directors, production managers, print buyers and print sales associates.

Understanding and Managing the Color Workflow

COLOR THEORY: RGB TO CMYK/ADVANCED (1½ HOURS)

An intermediate to Color Theory: RGB to CMYK with conversations regarding achieving critical color match. This workshop provides an introduction to basic color theory, the tonal compression that occurs during the conversion from the RGB color gamut to CMYK color gamut and the LPI/DPI relationship and high resolution half-tone dot reproduction, stochastic/Staccato (CTP). This workshop is created for the novice to intermediate level graphic designer, art director, production manager, print buyer and project manager. Sappi's "How to Read a Press Sheet" booklet and handouts are provided.

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THE STANDARD NO. 2 – INTRODUCTION TO COLOR MANAGEMENT (1½ HOURS)

An introductory workshop demonstrating how to understand color from monitor to press and beyond. The seminar is broken into three parts. The first section demonstrates how to go beyond four-color process with touch-plates, ink substitution and stochastic using a comparative demonstration of the same image. The second section addresses Color Management. Expert tips are recommended for getting better color and managing the digital workflow. Lastly, the third section goes beyond four-color and shows a variety of techniques including UV, special match inks and Extreme Silver (also known as MetalFX and Liquid Foil) to expand and augment the standard print gamut.

Ideal for designers, project managers and print production managers. A copy of “The Standard No. 2—Managing Color” is provided.

COLOR MANAGEMENT:

OPTIMIZING YOUR COLOR MANAGEMENT WORKFLOW (3 HOURS)

This half-day “master class” is an intermediate /advanced workshop. Ideal for graphic designers, brand managers, those involved in print production and print and asset purchasing as well as anyone who needs to accurately identify, measure, quantify and articulate color, as well as those whose aspiration is to optimize their color workflow. This seminar focuses on a step-by-step review and discussion to optimizing your workflow by addressing critical areas where most of the print challenges are generated. From image capture to ensuring images have the correct profiles for you and your printers’ work space, this workshop will help attendees understand how to manage critical color throughout the process. Attendees will learn about those tools most needed for proper color viewing, quantification and articulation of accurate color values, rendering intents and releasing files to printers to get as close to color expectations with minimal quality or time loss and unexpected fees.

Some of the topics discussed will be:

- Color Theory: the RGB to CMYK conversion and its impact on printed color.
- Why WYSIWYG is not always true.
- Why some of the legacy color systems do not accurately convey color from gamut to gamut and how to overcome the limitations.
- Managing critical colors: product replication, corporate identity, branding.
- Working with photographers regarding image capture requirements and retouching, profiles and archiving for repurposing.
- What measuring instruments every studio, agency or in-house production department should have to have an optimized color workflow.
- The importance of a fully calibrated workflow and how to achieve it.

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- Anticipating paper's impact on color.
- How illuminates will impact how colors are perceived, optimal viewing and measuring lighting conditions.
- SWOP, GRACoL, G7: industry guidelines that streamline and optimize the workflow, increase predictable results and offer targets throughout the supply chain, nationally as well as internationally.
- Challenges most often encountered in color management and how to address color management issues.

Attendees will receive a copy of "Sappi's Standard #2: Color Management and Calibration" as well as a copy of the seminar for note taking purposes.

ON PRESS TROUBLESHOOTING (1½ HOURS)

An intermediate to advanced workshop regarding the GATF quality control bar and its elements – star targets, slur bars, dot gain indicators and trapping targets as well as the G7 color bar with its components. Specific on-press paper, ink, mechanical, color management and design based issues are discussed. Ideal for those directly involved with production management, print purchasing and quality control. This workshop can be done in conjunction with a printer and their specific quality control bars as well as press sheets provided by the printer sponsoring the presentation. Sappi's "How to Read a Press Sheet" booklet and handouts are provided.

Industry Support

STANDARD #5: SPECIAL EFFECTS & FINISHING TECHNIQUES (1½ HOURS)

Special Effects, the focus of Volume 5 of The Standard, shows designers how printing can be dimensional, tactile and sometimes interactive. The techniques shown here may look like magic, but many are easy for designers to prepare and can be done inline on a conventional press. Numerous foil-stamping techniques, embossing/debossing, engraving/thermography, varnish/aqueous/UV coating techniques, strike-through, laser die-cutting, lenticular printing, flocking, and a wide array of specialty inks and spot colors are but a few of the special effects and finishing techniques implemented to make this one of the most unique, educational and inspiring printed pieces to compliment Sappi's Standard series. All it takes are a few printing tips, the right paper, and letting your imagination go. **The Standard #5** from Sappi is an educational reference piece that combines the technical with the creative.

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STANDARD #6: BINDERY TECHNIQUES (1½ HOURS)

Every choice made in the design and implementation of a print project adds to the quality and aesthetics of the end result—this includes images, type, paper, layout, printing techniques and binding. Binding, one of the most overlooked design options, can be a design solution in itself. **The Standard #6** dives deeply into the bindery process and its techniques—detailing the history, the wide array of available materials, and the types of binding processes to choose from. Printed on Sappi McCoy, **The Standard #6** tells the story of binding across five chapters, each bound into the book using a different binding technique and featuring inspirational graphics, impressive printing, embossing and binding techniques as well as invaluable educational information about how to specify and plan binding for your print communications.

SURFACE: DIGITAL SURFACE TECHNIQUES

To those who say digital printing can't deliver the same production impact that offset can, we say take a look at **Surface**. Advances in digital printing are delivering a wide range of new and exciting techniques. Aimed at brand marketers, creatives, production managers and design firms, **Surface** demonstrates special digital printing techniques which increase the engagement, impact and perceived value on printed communications. There are five versions of the cover illustration capitalizing on digital's ability to deliver variable covers and binding options to capture a recipient's attention. Printed using an array of the most popular digital presses in combination with various surface techniques on Sappi McCoy, each chapter demonstrates and explores how to achieve the results featured in that section. These are the digital printing techniques that differentiate print communications from online marketing, capture readers' attention and generate increased and distinctive brand value.

ACT NOW/DIRECT MAIL: PUSHING THE ENVELOPE (1½ HOURS)

Why, in the digital age, are we talking about mail marketing? Because Direct Mail's accessibility, versatility, and productivity makes it a relevant and powerful advertising medium that is just as important to any integrated cross-channel marketing campaign as all manner of electronic messaging. To help you take advantage of Direct Mail's modern capabilities, this workshop includes a review of the fundamentals of integrating a Direct Mail strategy, including prioritizing the elements of your plan, selecting a target audience, creating/acquiring a mailing list, crafting a viable message, designing a format, and calculating the facts and figures that will determine the success of your efforts. Also explained are specific creative approaches that outline cutting-edge applications for designing and printing paper products as well as the technical guidelines and rules, including useful information from the United States Postal Service, that determine cost and mail-ability.

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A perfect discussion for anyone in direct mail sales, strategy, creative and/or production whether at a studio, in-house agency or corporate environment.

DIRECT MARKETING: A PRIMER (1½ HOURS)

A workshop that discusses the fundamentals of Direct Mail and Direct Marketing: from a discussion as to why DM works and how to meld it into an Integrated marketing campaign, a quick review of the fundamentals of DM including the significance of addressing the “when”, why should I?” and “call-to- action” at planning, the importance of “Permission Marketing”, “1-to-1” marketing and “intimacy selling”, to insights regarding the impact that Variable Data Printing has made in the last decade, new facts and figures regarding VDP, as well as insights and useful information provided by the United States Postal Service, the Direct Mail Association and the Digital Printing Council/Printing Industries of America and including a brief look at the new Print Council and Print In The Mix research tool.

Ideal for anyone in the graphic arts community – design, advertising agency, public relations and/or print, involved with Direct Marketing and/or Integrated Marketing.

HAPTIC BRAIN/HAPTIC BRAND—A COMMUNICATOR’S GUIDE TO THE NEUROSCIENCE OF TOUCH

More than half the human brain is devoted to processing sensory experiences. Touch, in particular, is an important part of the communication process. The way we understand and interpret the world is fundamentally rooted in our physical bodies. So, how things *feel* drives our thoughts and behaviors, influences our comprehension and retention of information, and profoundly shapes our emotional connections. **Haptic Brain/Haptic Brand** looks at communication through the lens of neuroscience, exploring how media shapes the brain and, consequently, the way a brand is perceived. This new publication examines haptics—the study of how our sense of touch shapes what we think, and explores the science that explains why haptic brains respond so well to haptic brands. Through profiles of companies that have built deep emotional connections by integrating touchable media into branded communications, **Haptic Brain/Haptic Brand** offers inspiration and education to designers, marketers and brand owners, and shares guiding principles for all to use as touch points.

“PRINT &” EVERYTHING ELSE (1½ HOURS)

For the past decade “armchair” prognosticators have been predicting the demise of print, but industry surveys and studies are showing that the opposite is true. Print and digital are proving to be complementary and mutually supportive, and brand marketers are learning to play to the strengths of each. This discussion presents some surprising industry findings about demographic preferences, emotional triggers, browsing and shopping behavior, and niche marketing. Examples demonstrate how to make print more interactive, visually

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intriguing and tactile. Increasingly, print is becoming an experience to be savored and enjoyed.

PRINT IN THE NEW MEDIA MIX (LIFE WITH PRINT) (1½ HOUR OR 1 HOUR VERSION)

Integrated Marketing, Multi-Channel Distribution, Social Media/Networking are a few of the many descriptors currently used to describe the new business models being implemented by advertisers, marketers and media strategists. Our consumer society is abound with new devices, many hand held, as primary sources for communications and intra-connectivity which leads traditional, legacy medias such as television, radio and Print to ask the larger questions “Where do we fit in?” Is Print truly a waning media? Is it being replaced by ‘disruptive technology’?

A discussion on how the print industry can evolve its share by proving its effectiveness as part of the communications mix: how does Print complement Social Networking and the Internet; how will eReaders and Tablets impact Publishing and readership; how using QR codes and Augmented Reality codes can add a multi-media and multi-dimensional aspect to enhance the Print experience.

Using elements from Sappi’s **Life with Print** US and European campaigns, this discussion demonstrates the truly unique way print adds value to capturing memories, imagination and attention to build brands, sell goods and deliver corporate messages. Focus is on generating visibility for the concept of print as a superior communications mix within the creative community and among advertising and marketing decision makers and influencers.

PRINT IN THE NEW MEDIA MIX - PART TWO

Our culture is constantly being influenced by fads, trends and occasionally truly disruptive technology. There are many new evolving technologies available – some in their infancy, others maturing and finding their way into the market in the most amazing ways. It raises the question, how do we integrate them into our current sales and marketing strategies? While some may be pricey now, we have seen the cost of many technologies only a few years old become affordable and a part of day-to-day life. Some of these new technologies may only have a few providers now but as we have seen so often, if there is market demand there will be more and more suppliers many coming from the most unexpected places (even the graphic arts industry – especially the print community and related supply chain manufacturers). Join us in a discussion of new technology such as image recognition as a link between ink-on-paper and digital marketing communications, OLED (organic light emitting diodes) – paper thin monitors being incorporated into unique direct marketing and publishing campaigns, the ability to print electronic and digital circuitry being used for a multitude of new products including packaging, interior design, greeting cards and more. No discussion of new technology would be comprehensive without including Dimensional Manufacturing (aka 3D “printing”) although we will look at the more fanciful marketing applications. Please join as we discuss how the printing industry is incorporating new technology to evolve in ways we would not have believed only a few years ago.

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SELLING PRINT IN AN INTEGRATED MARKET (1½ HOURS)

An interactive workshop discussing the benefits of mentoring and education, consultative selling, team selling and suggestions for providing useful, practical and tangible value-added products and services as a part of your company's value proposition to become a "business asset" as opposed to a "vendor" to customers. Intended for print account/sales and paper merchant sales representatives.

QUICK RESPONSE CODES AND AUGMENTED REALITY CODES (1 HOUR)

An exciting discussion of Quick Response (QR) codes, the differing brands (MicroTag, BeeTagg, ScanLife EX Code QR, EasyTag) how they work, different applications and their growing importance as the "print to on-line" facilitator in Integrated Marketing. Nearly two decades old, yet relatively new to North America, QR Codes have had an amazing acceptance and growth due to the advent of Smart Phones with new technological developments being implemented constantly.

Using similar mobile WiFi technology, an intriguing look and discussion at the amazing new emerging field of Augmented Reality and how Print-based AR codes are being used currently in relation to in a variety of businesses, tourism, sales, marketing and retail. Through the use of educational and entertaining captured videos see Augmented Reality in its many applications as well as a discussion of the evolving technologies of Near Field Communications, "Clickable Paper" and Image Recognition and how to integrate them into current marketing strategies.

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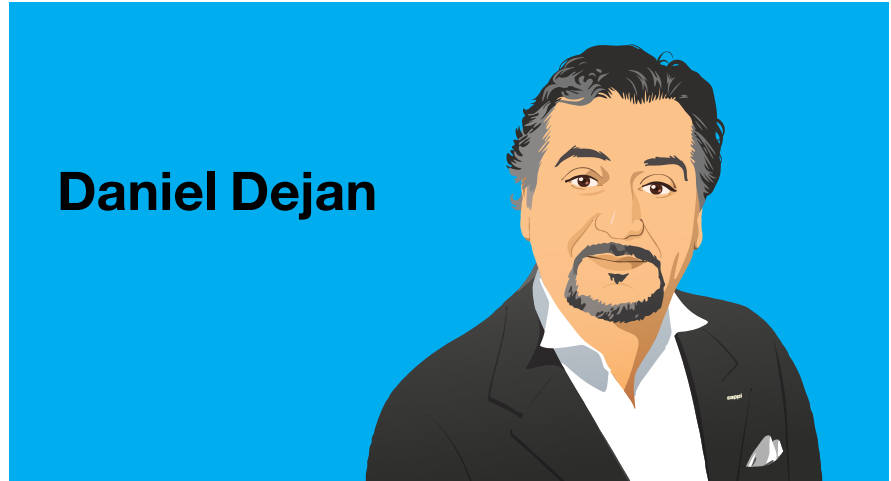


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North American etc. Print & Creative Manager

As an educator, designer, humanist, mentor and lover of all things graphic arts, Daniel Dejan has been an evangelist for the power of paper and print for the span of his career. He is the face of the etc (education-training-consulting) Group at Sappi North America where he delivers etc services to Sappi's wide range of clients.

With more than 40 years of design, production, print buying and on-press experience, Dejan is always ready to share his knowledge of the successful and effective marriage of print and paper. On the road 200 days a year, he is a hands-on, in-person resource—delivering presentations to designers, printers, corporations and paper merchants as well as to organizations at public and private events and conferences throughout North America including AIGA, HOW and Printing Industry of America chapters, Canadian Printing Industries groups, IDEAlliance/IPA events, Print Production and Art Directors Clubs.

As printing techniques have evolved, Daniel has embraced new technology by not only investigating creative and effective ways to use QR Codes and Augmented Reality in conjunction with print and paper—earning him a position as a Google Glass Developer—but also by exploring and commenting on the layered and complex relationships between the print and digital worlds; merging new – communications technology and human interaction.

Dejan has written articles for numerous trade magazines and was both a technical consultant and contributor to *The Designer's Guide to Print Production*. As a certified G7 Expert, Dejan is an authority in both Color and Color Management and an avid student of color perception and color theory as it relates to branding and printed color reproduction. He co-chaired the Spectrum Conference in 2007 and is currently a member of the Board of Directors for IDEAlliance/IPA.

