

graphic **IDEA**
resource

Printing

Building Great Graphic Design Through Printing Techniques

—— 平面创意资源库

印刷

通过印刷技巧实现杰出设计

Constance Sidles

康司坦斯·赛德斯 著

葛子刚 李林培 译

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ป๋านักป๋าน

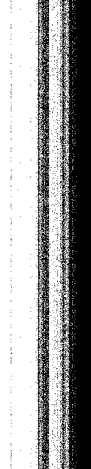
ART

317

517
915

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很多年以前，当我还是《探险》(Adventure Travel)杂志的生产部经理时，我拜访了西北部一家大型的卷筒纸印刷公司。就像其他夸夸其谈的推销员一样，这个公司的销售员盛赞其公司的各种服务：“我们特别引以自豪的就是现任的独家油墨配剂师，他可以解决你所遇到的所有油墨问题；他可以为你调配你所需要的任何一种颜色，他简直就是一个魔术师。”

实际上，对我而言，化学(配剂)就是高中时一门枯燥的课程，所以，我下定决心不与这个专家有任何瓜葛。尽管在我头脑中这一想法占了上风，但由于销售员听说我想跳过这门“化学课”后看上去过于泄气，我最终还是同意去会一会这位魔术师。

我们必恭必敬地来到那位伟大人物的“密室”，它位于这幢老房子的深处。越往里走，就越黑暗，周围的东西发出的霉味也就越浓。现代化的钢质屋梁和水泥地面也被弯曲的木梁和吱吱哑哑作响的楼梯所代替，每走一步都尘土四溅。在这间地牢般的房子的最阴暗角落里坐着一个干瘦的精灵般的男人，他正俯身看着一卷厚厚的Beilstein所著的化学经典原著。“这就是Bob，我们的油墨配剂师，”我的“导游”说道。

我心里想，他更像一个炼金术士。Bob抬起头，瞪着我们。显然，他不想别人来打扰他。我勉强一笑，退出了房间。

自那以后的很多年里，只要一提到油墨，我的反应就是勉强一笑，退避三舍。

作为生产部经理，我明白自己的工作范围包括将油墨印在纸上，但我所关注的还是纸张而非油墨。终于有一天，我意识到我无须像一名化学家或配剂师那样了解油墨知识。实际上，我根本就不需要从化学的角度来认识油墨。我所必须知道的就是油墨的哪些特点会影响到我的设计师们的工作。能做到这一点，我就能保证设计师们的作品按照他们所预期的效果印刷。换句话说，我需要知道油墨在印刷中的性能，油墨所能达到的和达不到的效果。因此，在本书中你不会看到那些空洞的RGB(三原色)箭头图标和CMYK(四色)颜色的平行四边形。相反，你会发现本书是一本技巧和窍门的汇编。此汇编将会帮助你将油墨放置在合适的位置，即让它们在纸上各就各位。



浓墨覆盖

客户 New Media Magazine
设计公司 Cronan Design
艺术指导 Michael Cronan
设计 Anthony Yell

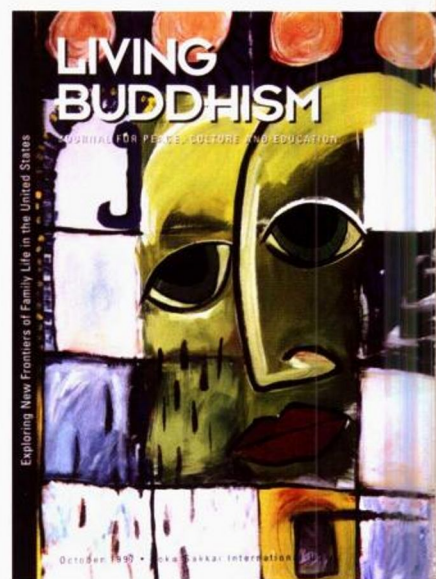
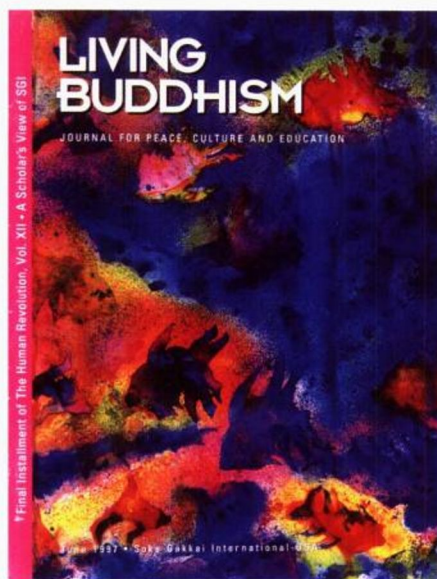
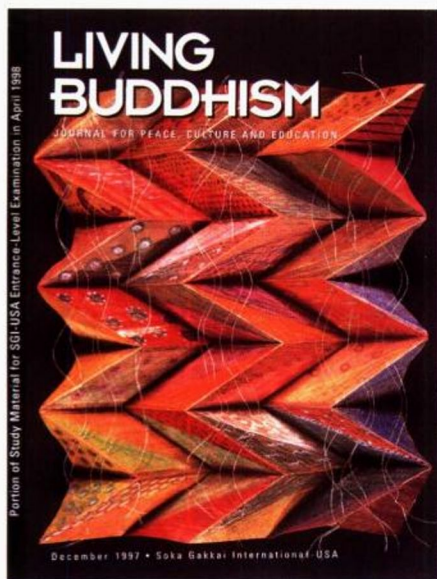
如果你的设计需要浓墨覆盖的胶印方式,你就应选择那些有足够的质量和重量的印刷纸,以便油墨覆着于其上。本设计即是如此,SWOP(卷筒纸胶印出版物规范)标准规定,油墨的总浓度应不超过300%。其中实地油墨只能有一种。这一标准适用于高质量的铜版纸。油墨浓度过高时,档次低一些的纸就会被填塞,图像也随之模糊起来。



亮度

客户 S.D. Warren Paper
设计公司 Siegel & Gale
艺术指导 Jason Glassner

采用胶印方式时, 纸的亮度越高墨色的亮度也就越高。纸的亮度是以反射蓝光多少为标志。因为人眼看到的色彩是白光透过透明的墨膜层, 射在纸上后又由墨膜层反射到人眼的结果, 所以纸张反射的光线越多, 到达人眼的光线也就越多。这里的纸是 Warren Lustro 亮光封面纸, 它确实是一种非常明亮的纸。



着墨性能

客户 SGI-USA, *Living Buddhism*
 艺术指导 Gary Murie, SGI-USA
 编辑 Margie Hall, SGI-USA
 原作 Joyce Martin 的“忏悔火曜日”
 (从左至右) Tary Socha 的“苇间舞者”
 Donna Estabrooks 的“珍惜眼泪”

着墨性能指的是纸张可以让油墨在其表面变干,而不渗入纸纤维中的能力。着墨性能好的纸张因其网点增大率小,所以能保持图像细节,因为光线从油墨反射入眼时,角度更一致,而不是向各个方向漫射,所以颜色看起来更加明亮。

National
Fish and Wildlife
Foundation



1996 ANNUAL REPORT

高色彩饱和度

客户 *National Fish and Wildlife Foundation*
设计公司 *Feld Design*
设计师 *Annemarie Feld*
图片编辑 *Susan P. Bournique*
编辑 *Jenny Pihonak, Sadhya Hall, National Fish and Wildlife Foundation*
原作 *William Farley "花岗岩通道"(Granite Passage)*

着墨性能好的纸，通常都是高涂布纸，明亮、光滑、有光泽。这种纸可能极贵，但有时却物有所值。那些要求浓墨覆盖、色彩饱和度、细节鲜明的设计在廉价的纸上印刷就会糊版。看看印在 Champion International Krome Kote 上的这幅封面，棕色与蓝靛色非常浓，在稍差一点的纸张上使用会一团糟。



Regional Director David A. Lehrer, Los Angeles Mayor Richard Riordan, Multi-cultural Collaborative

VIGILANCE AGAINST INTOLERANCE

ALERT OF ANTI-SEMITIC INCIDENTS



Regional Director David A. Lehrer, Los Angeles Mayor Richard Riordan, Multi-cultural Collaborative members at a press conference announcing the findings of the 1996 Audit.

Since 1979, ADL has recorded and tracked reported incidents of anti-Semitism, vandalism as well as assaults, threats and harassment directed against Jews or Jewish institutions. This information is an important resource for public officials and law enforcement agencies and underscores the necessity of ADL's unique work.

For the second straight year, the number of anti-Semitic incidents occurring in the United States declined. In 1996, the total number of incidents reported in the ADL was 1720. This total represented a decrease of 121 incidents or 7% from the 1995 total of 1843. In 1995, the total incident represented an 11% decline from 1994. This two-year drop was the first multi-year decline in ten years.

California ranked third in the nation in the number of reported incidents (1160) behind New York and New Jersey. There were 128 reported incidents of assaults, threats and harassment against Jews or Jewish institutions—down 27% from 1995. Incidents of vandalism also decreased state-wide in 1996—58 incidents were reported, down 34% from 1995. The total number of reported incidents in Los Angeles County reflected the downward trend—42 reported incidents in 1996, down 49% from 1995. Noting the decline, ADL Regional Director David A. Lehrer said, "It tells us that the combination of community concern, law enforcement action and educational outreach is an effective approach that is keeping us in the traditional status where anti-Semitism is active."

After visit to a home in Los Angeles.

HATE CRIMES TRAINING

In an effort to increase the law enforcement community's knowledge and awareness of extremist group activity, as well as to assist them in recognizing and investigating hate-motivated crimes, the ADL has conducted extensive hate crime training seminars. The ideology and activities of



Reprinted at a hate crime training seminar.

"Every instance of hate or bigotry is one too many. We must continue our vigilance against all forms of intolerance, and we must speak loudly as a community when we witness injustice. This report indicates that ADL and concerned Angelenos are making a real difference in this important battle."

— Richard J. Riordan, Mayor of Los Angeles, speaking at about the Audit at San Vicente High School.

national extremist groups such as the Ku Klux Klan, neo-Nazi Skinheads, armed militias, and Christian Identity groups are examined, as well as hate group activity on the Internet. In addition, the seminar addresses various factors for identifying and defining a hate crime, constitutional issues in hate crime enforcement, and the residual effect of hate crimes on communities. Over the past year, law enforcement agencies in Los Angeles, Riverside and Ventura Counties and Las Vegas have participated in such seminars.

ADL ATTACHED IN BATTLE BROWN

This past spring, UCLA's student newspaper, the *Daily Bruin*, printed an anonymous attack on the Anti-Defamation League that consisted of unsubstantiated accusations and gross distortions. Entitled "Anti-Defamation League Infringes on Civil Liberties," the writer of the piece was permitted by the *Bruin* to shield his/her identity "due to possible repercussions." As a result, the paper seemed to be signaling its tacit approval of the writer's position and his/her fear of reprisal. Recognizing the error of its ways, the *Bruin* ran an unprecedented apology. "Principles of Fair," is editorialized, "require those who make specific accusations against a particular individual or organization to stand behind these accusations, and not hide behind a cloak of anonymity. Moreover, anonymity deprives readers of information necessary to determine if the allegations made are credible." In addition to its apology, the newspaper also published an article by the ADL refuting the charges and detailing the League's demonstrated record of support for civil rights and liberties.



LEADER GIVES PLATFORM TO DAVID DUKE

One of the nation's most prominent racists, David Duke, accepted an invitation to debate the issue of affirmative action at California State University, Northridge. The invitation coincided with the debate over a controversial anti-Asian measure. Proponent 209. A former "Grand Dragon" of the Knights of the Ku Klux Klan, Duke was also the founder of the self-styled "National Association for the Advancement of White People." Attempting to soften his racist



All ad in The Sentinel

多孔纸张

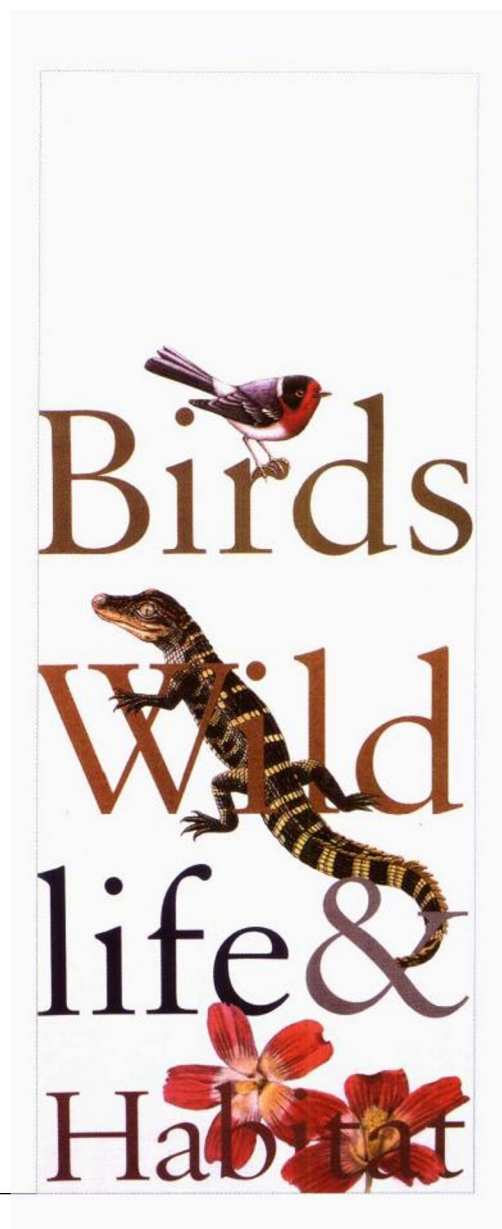
客户 *Anti-Defamation League, Pacific Southwest Region*

设计 *Kimberly Baer Design Associates*

设计师 *Helen Duval*

编辑 *Cheryl Azar*

将照片印在着墨性能不好的纸上,照片会显得模糊、灰暗。其中有两个原因:第一,油墨渗入纸张纤维内部后完全扩散开来,精度丢失。第二,纸张使穿过墨层反射出来的光线发生不规则的漫射,从而使细节和颜色发生遗漏。在这种情况下,设计师可以采用这种纸来印制一些带有攻击性内容的反面题材的照片,使其中的恐怖感得以缓解。



光滑的胶版纸

客户 *National Audubon Society*

设计 *Pentagram Design*

合作者 *Woody Pirtle*

创意指导 *Woody Pirtle*

协助/设计师 *John Klotnia*

设计师 *Ivette Montes de Oca*

编辑 *Michael Robbins, National Audubon Society*

虽然油墨固着性好的纸张通常都是有涂层的铜版纸,但也有一些无涂层纸的光滑程度和油墨固着性毫不逊色。这里的Mohawk牛皮纸即是一例。看一看纸上的颜色是多么明亮,细节表现得多么充分。如果你要用柔软质地的纸来印制颜色明亮的图片,不妨考虑使用此类纸张。

Where Are They Now?



Kathryn A. Morton, MD

Chief, Nuclear Medicine
VA Medical Center, Salt Lake City, UT

It was inevitable, exciting and it happened as a very unexpected twist in the tale," says Kathryn A. Morton, MD, as the beginning of her appointment as an assistant professor of radiology at the University of Utah. Dr. Morton was awarded one of the RSNA Seed Grants in July 1997.

The funds were the first she received. The grant enabled her to gather enough preliminary research data to expand her work and obtain an other research grant. Dr. Morton says that without the Seed Grant, the rest would not have been possible.

"Doing investigations need to start somewhere," she explains. "Opportunities such as the RSNA Seed Grant enable them to get a foothold that might be otherwise unobtainable. The grant was a critical factor in my professional development."

Research Goals

The long-range goal of her research is to develop new strategies for tumor imaging. This has several subgoals: the characterization of systems for the membrane transport of radiometals; the potential use of nuclear medicine; the evaluation of mechanisms by which radiometals are trapped by cells once they have passed entry; and an understanding of the ways that

transformed (tumor-producing) cells differ from normal cells in the transport and retention of radiometals.

"Grants are absolutely required to basic science research," Dr. Morton notes. "They can make the difference between doing something and doing nothing at all."

Dr. Morton is also studying the effect of immune-mediated "host factors" that occur in the tumor-bearing state on the cellular transport and retention of radiometals by tumors. In addition, she is investigating alterations in cellular uptake of metals that occur with treatment of tumors to various chemotherapeutic agents. As an author of 27 papers, one book, and 17 abstracts, Dr. Morton is always still active in several clinical

or more, demonstrating an interesting and innovative and to have a more creative and open-minded approach on clinical practice," she says.

Working Hours in Utah
Born in Kenton, near the southwest corner of Wyoming, Dr. Morton pursued her medical education while single-handedly raising two children. She attended the University of Utah as an undergraduate student and majored in biology.

She remained at the University of Utah for a total of 4 years.

1997 RSNA Seed Grant
1997 RSNA Seed Grant
1997 RSNA Seed Grant
1997 RSNA Seed Grant

RSNA

Radiological Society of North America
Founded in 1906

1997 RSNA Seed Grant
1997 RSNA Seed Grant
1997 RSNA Seed Grant
1997 RSNA Seed Grant

(continued)

James C. Constantinou, PhD
Emory University School of Medicine
1994 Toshiba America RSNA Seed Grant
Evaluation of Spectroscopic Imaging versus MRI and PET
Colin P. Derderyn, MD
Mallinckrodt Institute of Radiology
1994 Siemens Medical Systems/RSNA Fellow
The Role of Cerebral Hemodynamics in Cerebral Stroke
David K. Dix
Children's Hospital, Boston
1994 Gendak/RSNA Medical Student/Scholar Assistant
To assist RSNA Scholar Diego Icardillo, MD
James R. Dunn, MD
Mallinckrodt Institute of Radiology
1991 RSNA Research Resident
"Mammographic Receptor Imaging via MRI"
Janet F. Eary, MD
University of Washington
1997 RSNA Seed Grant
"E-1000 NAA Functional Imaging Following Radiation Therapy"
Richard L. Egan, MD
Minn. C.

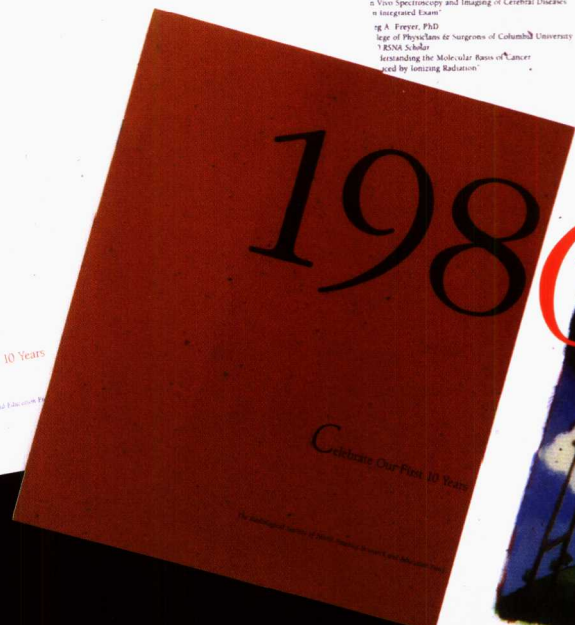
Joseph Thomas Ferrucci, III
Massachusetts General Hospital
1993 RSNA Medical Student
Scott D. J. Hamer, MD
The Cleveland Clinic Foundation
1994 RSNA Fellow
"Low-Dose Fluorine and Clinical Outcome of Magnetic Resonance Imaging vs. Conventional Angiography in the Post-Surgical Evaluation of Congenital Heart Disease: A Prospective, Randomized Trial"
Adam Flinders, MD
Thomas Jefferson University Hospital
1992 RSNA Scholar
"Use of Magnetic Resonance Imaging in Assessing Vessels and Forecasting Outcomes of Spinal Cord Injury"
Katherine Fong, MB, BS
University of Toronto
1994 RSNA Seed Grant
Differential Blood Flow Patterns in the Growth-Retarded Fetus: A Doppler Study of Cerebral, Renal and Umbilical Arteries
Frederick H. Frank
Stanford University School of Medicine
1993 Gendak/RSNA Medical Student/Scholar Assistant
To assist RSNA Scholar Geoffrey D. Rubin, MD
Edmund A. Franken, Jr., MD
University of Iowa Hospitals & Clinics
1993 Ravigne Centennial Fellow
Delivery of Radiation Services to Primary Care Physicians in Rural Areas
Evan K. Fram, MD
Yale University Medical Center
1994 RSNA Fellow
In Vivo Spectroscopy and Imaging of Cerebral Diseases: A Pioneering Study
Ng A. Freyer, PhD
College of Physicians & Surgeons of Columbia University
1994 RSNA Scholar
Investigating the Molecular Basis of Cancer and by Imaging Radiation"

Noma Fukutaga, MD
University of Michigan
1992 Siemens Medical Systems/RSNA Fellow
Effect of Ionizing Radiation on Tumor Necrosis
David Gallardo, MD
University of California, Los Angeles
1993 RSNA Research Resident
The P53 Gene as a Radiosensitizer
David E. Gannett, Jr., MD
University of Arizona
1994 RSNA Research Resident
"Hypospadias as a Potential Marker in Glial Derived Tumors"
Adam S. Garden, MD
University of Texas MD Anderson Cancer Center
1994 RSNA Fellow
Role of Activated Oncogene Expression in Radiation Response
Michael Garwood, PhD
University of Minnesota Medical School
1989 Farman Kodak/RSNA Scholar
The Development of Combined MRI and Spectroscopy Methods for Brain Tumor Diagnosis and Treatment
Yasuhisa Kishor Ghisla
University of Pennsylvania
1993 RSNA Medical Student
David S. Gierada, MD
Mallinckrodt Institute of Radiology
1994 RSNA Seed Grant
Analysis of Respiratory Movements in Patients with Severe Emphysema Undergoing Lung Volume Reduction Surgery
Richard Shlensky-Goldberg, MD
Hospital of the University of Pennsylvania
1990 RSNA Fellow
"Temporary Vascular Stenting"
Fred Greenstein, MD
University of California, Irvine Medical Center
1993 Farman Kodak/RSNA Scholar
"Imaging Cardiac Electrical Function"



Celebrate Our First 10 Years

The Radiological Society of North America Research & Education Fund



粗网线网屏值

客户 The Radiological Society of North America
Research & Education Fund
设计 Asylum
艺术指导 Bill Current
设计师 Jen Baker
图作者 Pascal Milelli

采用胶版纸印刷会出现网点增大, 弥补的方法就是降低每英寸的网屏线数。将加网线数控制在约 133 或 120 线而非 150 线或更细。这样也许会丧失一点细节, 但在印刷时能防止油墨糊版和图案模糊的现象。这些设计中的网目调不要求图像有高光点的细节, 只是要求在印刷中能保持干净亮丽。

色彩的连续

客户 Lunar Design
设计公司 Michael Mabry Design
艺术指导/设计师 Michael Mabry
摄影师 Rick English
设计 Post Tool Design
设计师 David Karam

三原色油墨印在不同颜色的纸上其色彩会发生变化。如果在系列作品中色彩的连续很重要,则一定要确有足够的纸张来完成这种延续。在本页的例子中, Lunar 送给客户尺寸大的明信片以保持其知名度并建立与客户的联系。由于色彩的连续性对于该系列设计非常重要,因此油墨色彩必须使卡片与卡片之间保持一致。

