

# Eight steps in Graphic Printing Production

Graphic print Production Graphic printing is related with the Print production services, sourcing print, providing a competitive quotation, lithographic and digital printing according to requirement, sourcing services and so much more. Every company in printing, provide a complete solution. There are different phases and steps involved in graphic print production usually these are four phases and eight steps involve in printing production.

Four main phases involved in Graphic Printing Production

1. Concept visualization
2. Creative Production (Design phase)
3. Industrial Production
4. Logistics

The first phase consists of further two working steps which are Strategic Work and Creative Work, and the end result of this phase is the finalization of the idea and approved sketches of graphical design.

In the second phase which consists Image and Text step and Layout step. The design is designed using some software and it takes a real form than sketch and after this phase the design can be used for printing.

In the third phase the developed design is taken and put to final product. This phase consists of Prepress, Printing, Finishing and Binding steps.

The last phase of the process is distribution of the finished printed product.

Eight steps involve in printing production

1. Strategic Work
2. Creative Work
3. Image and text
4. Layout
5. Prepress
6. Printing
7. Finishing and binding
8. Distribution

**Strategic Work:**

**Creative Work:**

**Image and text:**

The next step is to placement of image and text on your required print. Either you got it from cd, scanner, digital camera or design by yourself then the right placement of text in the print. You have to consider that what will be the right effect of image and text after the printing.

**Layout**

**Prepress:**

The following items have each been considered part of prepress at one time or another: typesetting, copyediting, markup, proofreading, page layout, screening (of continuous-tone images such as photographs), retouching, page assembly (stripping), imposition (combination of many pages into a single signature form), trapping (also referred to as spreading and choking), separation (specifying images or text to be put on plates applying individual printing mediums [inks, varnishes, etc.] to a common print) and plate making (photomechanical exposure and processing of light-sensitive emulsion on a printing plate).

**Printing:**

Printing is a process for reproducing text and image, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process, and is an essential part of publishing and transaction printing, lot of form of printing are used, like offset printing, digital printing etc. In printing we have papers that first we set the printing plates, adjust the ink and then set the papers sheets and start printing until printer not be ready to print accurate, desired printing sheet. so the papers used are called waste papers.

### **Finishing and Binding:**

After the completion of printing , next step is how to the arrange the prints and how to finishing. 'Finishing' is the overall name given to several types of process; all of which convert the output of a printing operation into a finished product

For bookbinding and printed media, these processes can include: - Cutting & Trimming - Folding - Stitching - Pasting/Gluing/Adhesive Binding - Book Finishing - Packaging. Usually when the printing is finished huge rolls of now-printed paper are cut and put together so that the pages fall in the correct order. Pages are also bound together, by staples or glue, in this step of the process. For the paper complete finishing components in the stitcher machine have the knives, which trim the paper to the final delivered size. The product is then ready to be shipped to the end destination

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## **Digital printing**

Digital printing accounts for approximately 9% of the 45 trillion pages printed (2005 figure) around the world.

Printing at home or in an office or engineering environment is subdivided into:

- small format (up to ledger size paper sheets), as used in business offices and libraries
- wide format (up to 3' or 914mm wide rolls of paper), as used in drafting and design establishments.

Some of the more common printing technologies are

- line printing—where pre-formed characters are applied to the paper by lines
- daisy wheel—where pre-formed characters are applied individually
- dot-matrix—which produces arbitrary patterns of dots with an array of printing studs
- heat transfer—like early fax machines or modern receipt printers that apply heat to special paper, which turns black to form the printed image
- blueprint—and related chemical technologies
- inkjet—including bubble-jet—where ink is sprayed onto the paper to create the desired image
- laser—where toner consisting primarily of polymer with pigment of the desired colours is melted and applied directly to the paper to create the desired image.

Vendors typically stress the total cost to operate the equipment, involving complex calculations that include all cost factors involved in the operation as well as the capital equipment costs, amortization, etc. For the most part, toner systems beat inkjet in the long run, whereas inkjets are less expensive in the initial purchase price.

Professional digital printing (using toner) primarily uses an electrical charge to transfer toner or liquid ink to the substrate it is printed on. Digital print quality has steadily improved from early color and black & white copiers to sophisticated colour digital presses like the Xerox iGen3, the Kodak Nexpress and the HP Indigo Digital Press series. The iGen3 and Nexpress use toner particles and the Indigo uses liquid ink. All three are made for small runs and variable data, and rival offset in quality. Digital offset presses are called direct imaging presses; although these receive computer files and automatically turn them into print-ready plates, they cannot insert variable data.

Small press and fanzines generally use digital printing or more rarely xerography. Prior to the introduction of cheap photocopying the use of machines such as the spirit duplicator, hectograph, and mimeograph was common.

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