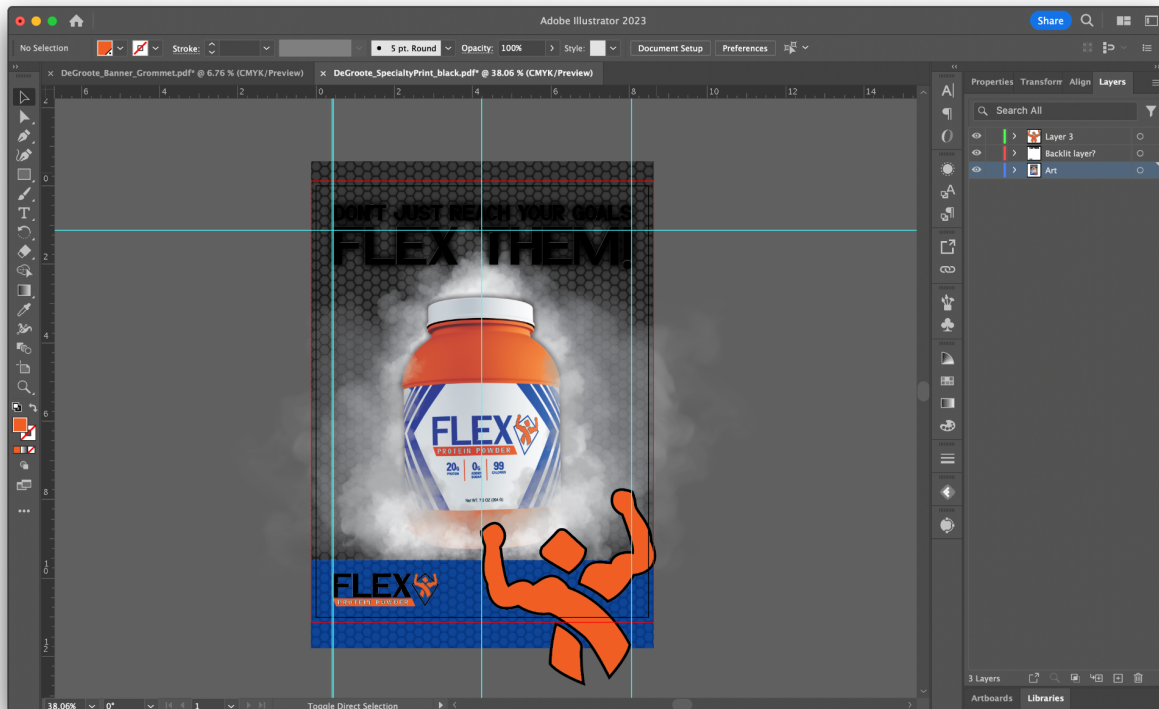


Audrey DeGroot  
GC 4060  
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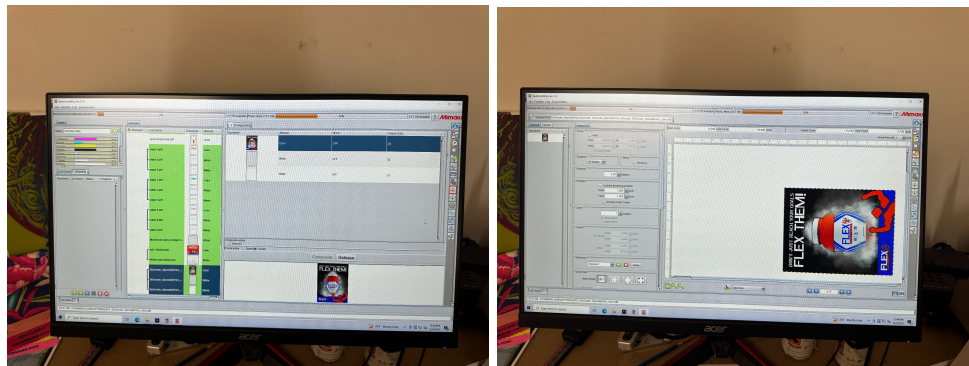
## Specialty Technical Production

I designed a backlit poster display for my specialty print, which I also altered to fit and print a banner layout. I chose to do a backlit poster because this could be used in a storefront display to capture potential customers' attention. Additionally, I was advised to print this poster as a banner. The banner could be utilized in a store floor display with the product to capture a potential customer's eye. For design, I noticed a dramatic and modern theme throughout the protein powder market. I kept this in mind when creating my design to have a bold, dramatic, and sleek final design.



To prepare the backlit display poster for print, my final design was separated into two layers, separately saved as PDF files. One file included artwork, and the other had the design elements that would be backlit. All the elements in the backlit display were in black. These files were then saved to the GC 4060 folder in my folder. Then, on the computer by the Mimaki. I saved these two files to the 4060 specialty technical production folder. Then, I opened these files in Rasterlink 6 Plus to prepare for printing. I would change the black backlit elements on the pdf

to white there. I then added white underlay throughout the design due to the clear substrate. After selecting all three layers, I went to the composition tab to create a composition and determine the print order. These layers were printed in the order of white backlit design underlay, white underlay, and full-color artwork layer. I then went to the layout of the 8.5 x 12 image and rotated it so the image printed horizontally, as well as moved the design an inch up and to the left to ensure none of my design would be cut off.



Before starting the dye sub printing process, I taped the substrate onto the Mimaki to lay completely flat on the press. Then, after inputting the thickness of the substrate and checking that my design was printed to the correct printer, I hit the remote button on the Mimaki. Once the printer was in place, I hit the start button on the execution tab to begin the printing. I trimmed the excess substrate off once I printed two copies of my poster.

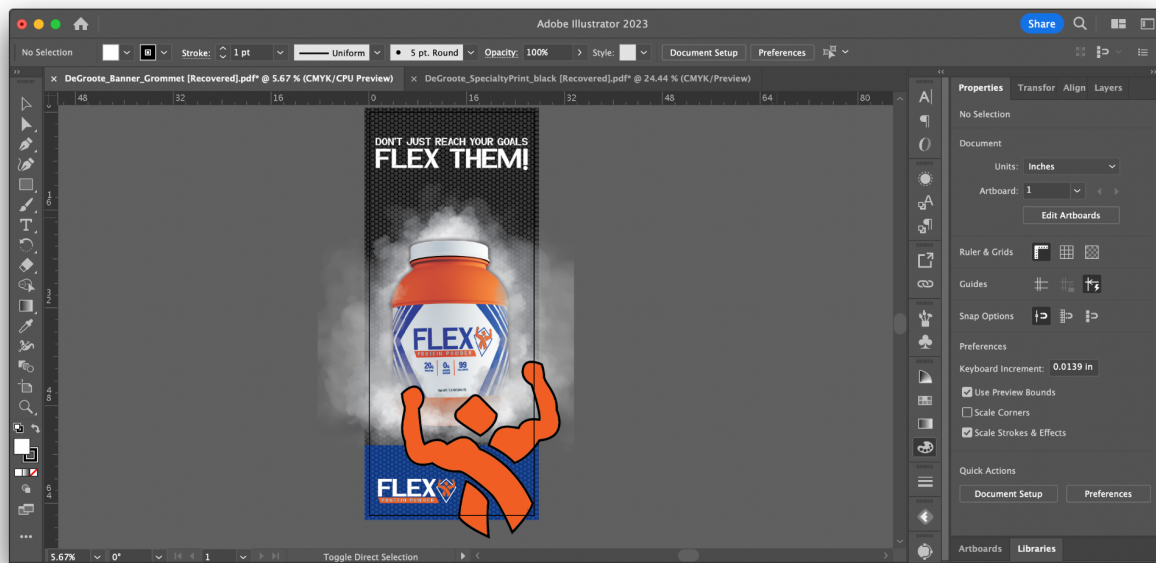


Overall, I think my backlit display design works well. I believe that it matches the look I had in mind and captures a viewer's attention well. The additional white layer helped to make the colors pop and achieve their intended color on a clear substrate. If I could go back and do it again, I would not change my design because I think it fits the market well. One thing I would change during the printing process is double-checking to ensure the tape and the substrate lay flat. For my first run on the press, I think one of the tape strips was not completely flat. This led the ink nozzle to spray slightly, which led to specific ink colors being in the wrong area of the design. The design still looked somewhat correct, but it was not crisp.

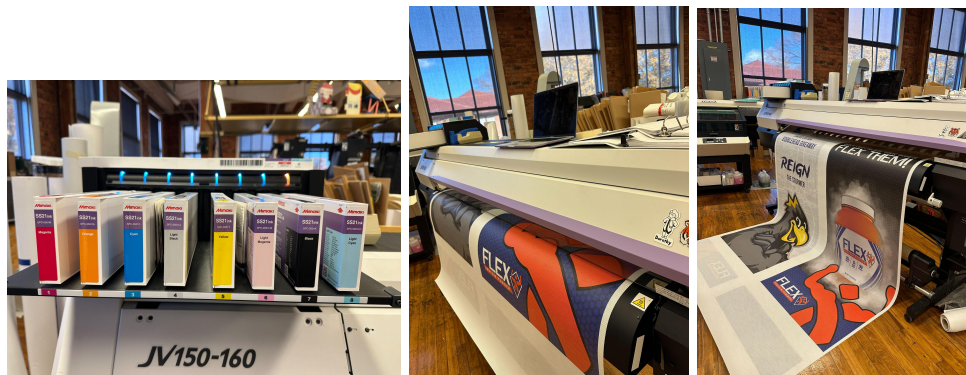
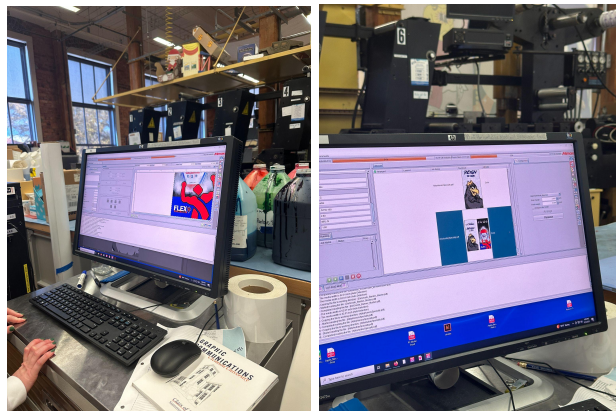


For my banner, I altered the backlit design to fit the layout of a banner. The size of this design was 27 x 66 inches with a 1/3-inch bleed to ensure that when the design is cut, none of the artwork is trimmed off. I had two layers: artwork and grommet holes. These layers were saved as one PDF, which I then saved to the GC 4060 server.





The banner prepress started with opening the pdf file in Rasterlink 6. Then, the PDF was placed on the layout and adjusted to fit on the web. This is so that none of the artwork will be cut off when printed. Once the correct printer is selected, I hit the start button to begin the printing process. I only printed one banner due to the long print time.



I believe that my banner design was successful. Like the backlit poster, it matches the look I hoped to achieve. The only thing I would change about this process is I would double check the substrate before printing. When we first started printing the banners, we realized that we were printing on the wrong side of the banner substrate. We noticed this because the design was bubbling on the peel-off layer of the substrate.