4 Color and Foil Label Techincal Report

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GC 4060 Section 002

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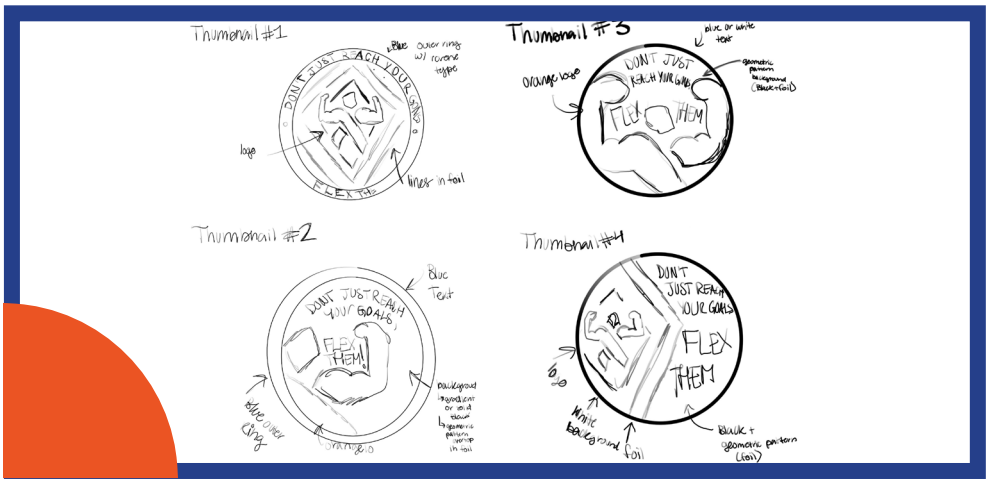
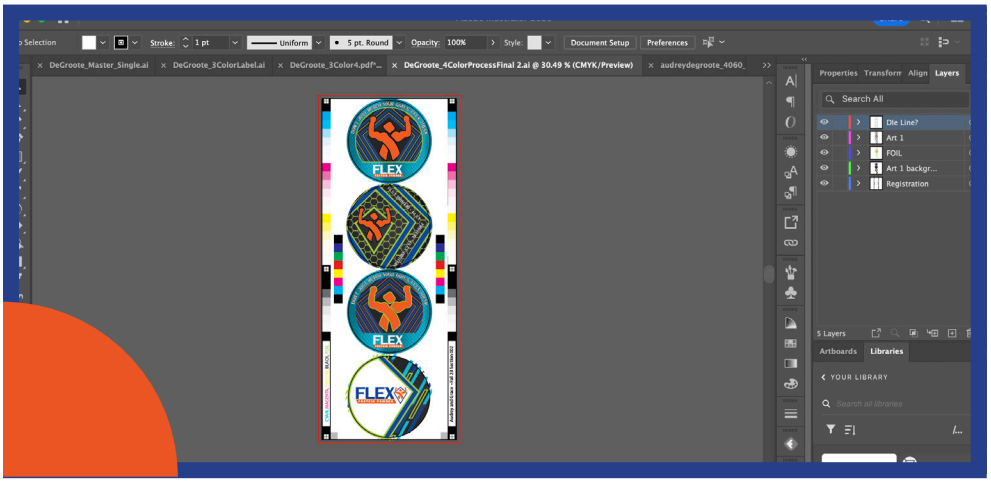
Art Considerations

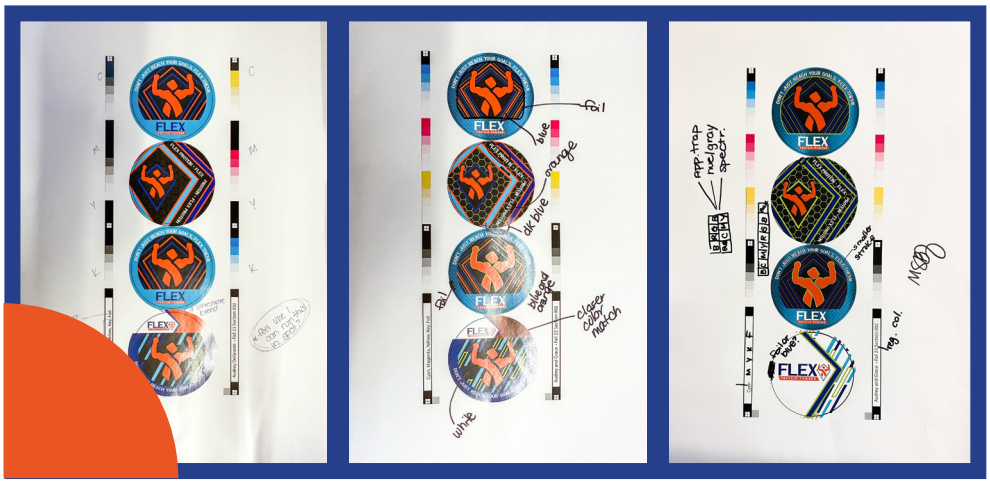
After looking at the current protein powder market, I recognized that dramatic, bold, and simple package design dominates the market that targets college-aged students. Additionally, I noticed that geometric patterns are a common theme across protein powder packaging and sports marketing collateral. Using these two observations, I determined that the packaging for Flex Protein Powder would have a bold, modern, sleek, and dramatic look; this would be communicated through the company's logo and marketing collateral.



Thumnails: Using the Procreate app on my iPad, I sketched out four different functional label designs to promote Flex Protein Powder.



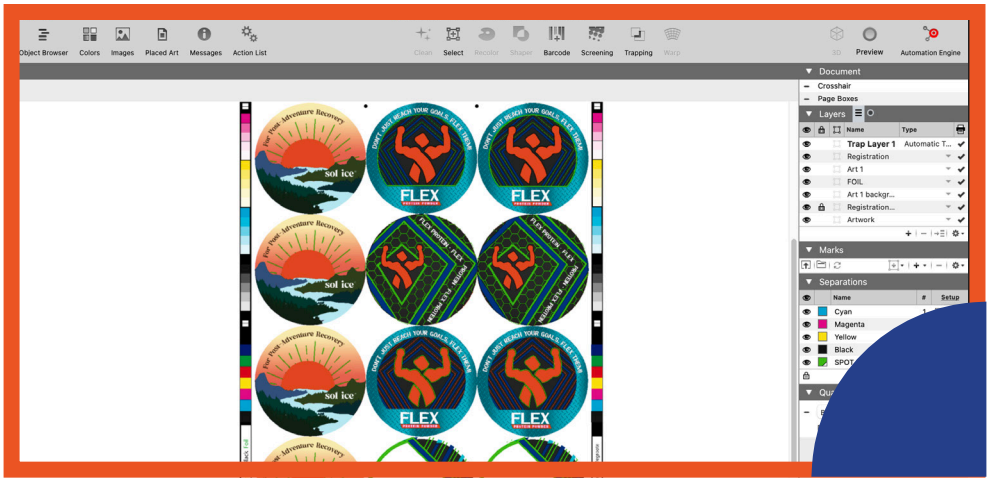
Artwork: Using Adobe Illustrator, I created the sketches into vector graphics using a variation of shape tools, pen tool, patterns, and clipping masks. After making several design adjustments and three proofs, the I reached the final designs pictured on the left.



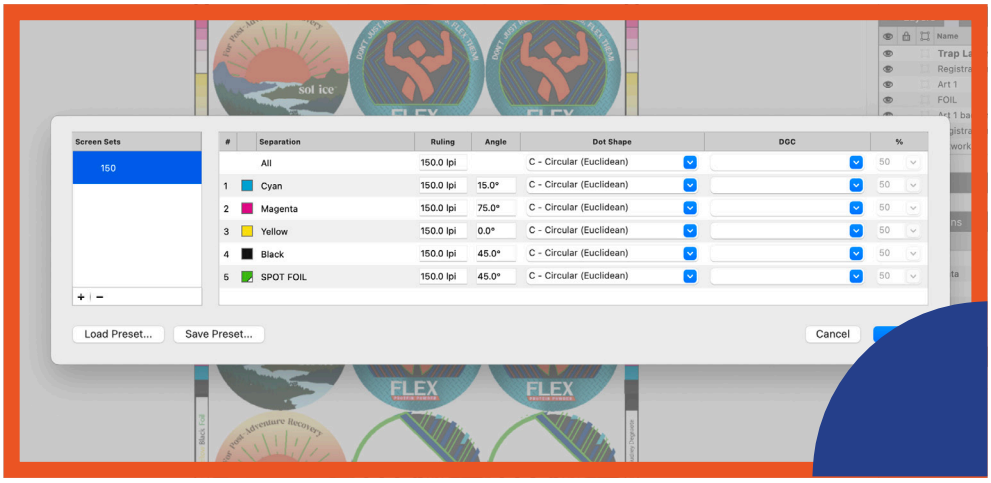
Final Proof: I printed my proofs using the Konica Minolta. It took three proofs and design adjustments to reach the final proof (pictured on the right). After the designs where signed off on, the final adjustments listed on the proof were made in illustrator.

Thumbnails and Proofs

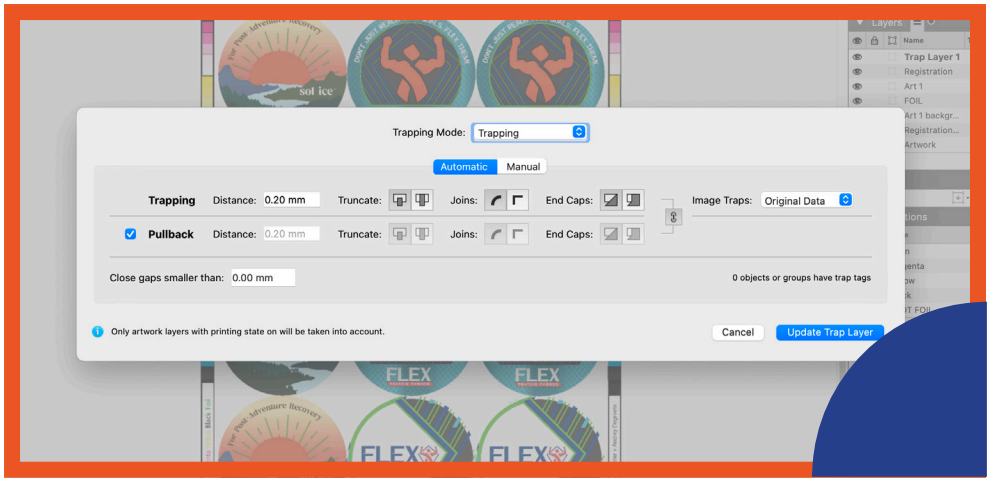
ArtPro+: My parnter and I combined our designs into a 10 x 12 in art board and layed out twelve 2.875 in circles layed out in a 3 by 4 layout in illustrator. Then, we took the PDF file into ArtPro+ to prepare the file for platemaking and press. In ArtPro we had the CMYK process colors and a spot color for foil.



Screening: Using the screening tool to set the color separations LPI to 150 using a circular Euclidean dot shape. Additionally, set the angle of CMYK and foil to their proper printing angle of 15, 75, 0, 45, and 45 degrees, respectfully.



Trapping: Using the trapping tool to set the trapping to the correct settings (pictured on the right). After this, we used the automation engine to create our color separations and sent them to the Esko CDI spark 2530 imager merger program.



Prepress

Platemaking


DUPONT
DuPont™ Cyrel®
FLEXOGRAPHIC PRINTING PLATES
DFR
067 Mils
1.70 MM
PLATES 13P
25X30 IN
635X762 MM
MATERIAL CODE
D14941385
BOX NO.
101
BATCH
5317-04
USE AFTER:
May 20 2023
For industrial and professional use only • Do not use packaging materials for any other purpose than industrial packaging!
DuPont™ Cyrel®
FLEXOGRAPHIC PRINTING PLATES
DFR
067 Mils
1.70 MM
PLATES 13P
25X30 IN
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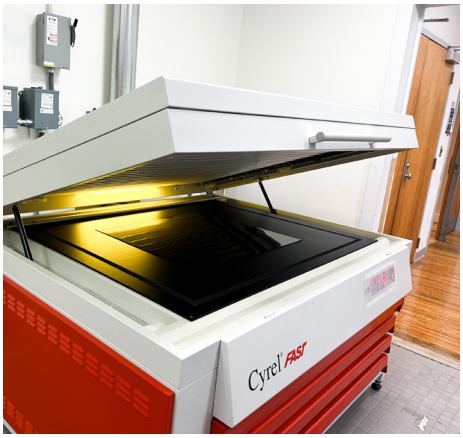
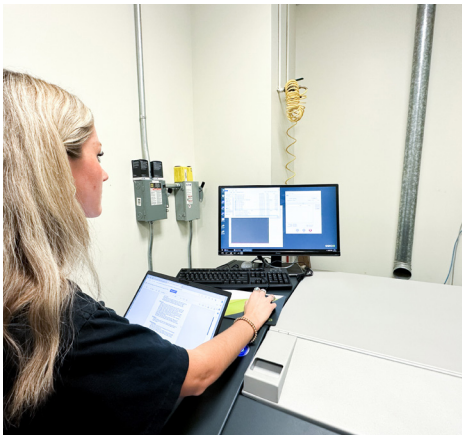
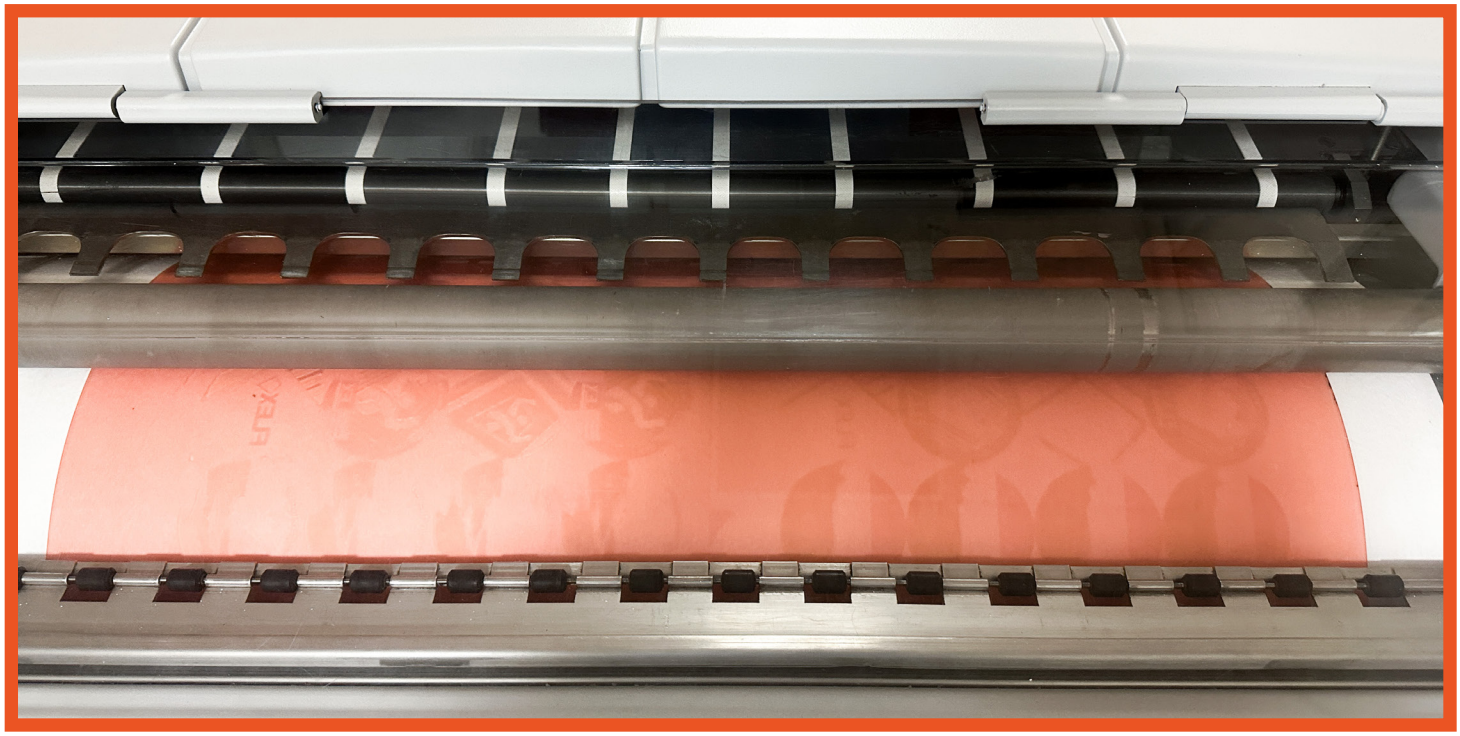

Cyrel FAST

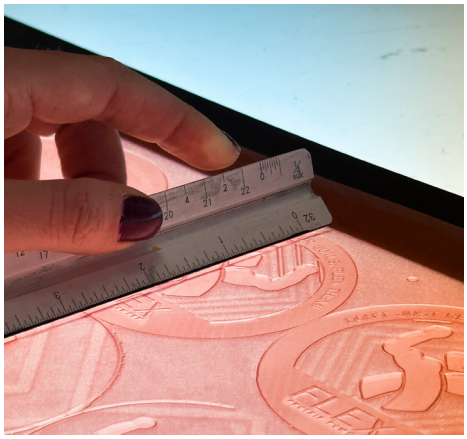

LIGHT FINISHER
EXPOSURE
VARIOUS
°C/°F
P
START
P 18.
8.77
6
1 2 3
MEMO
4 5 6
7 8 9 0

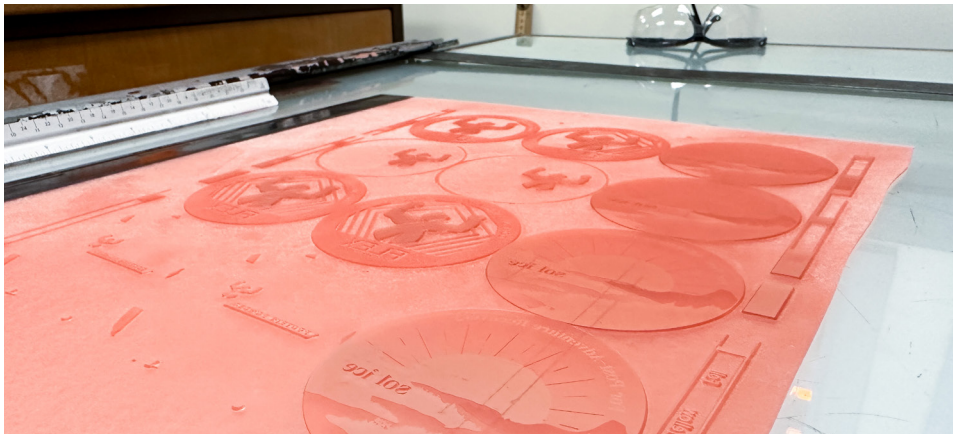



Cyrel® FAST
LIGHT FINISHER
EXPOSURE
P
START
EMERGENCY

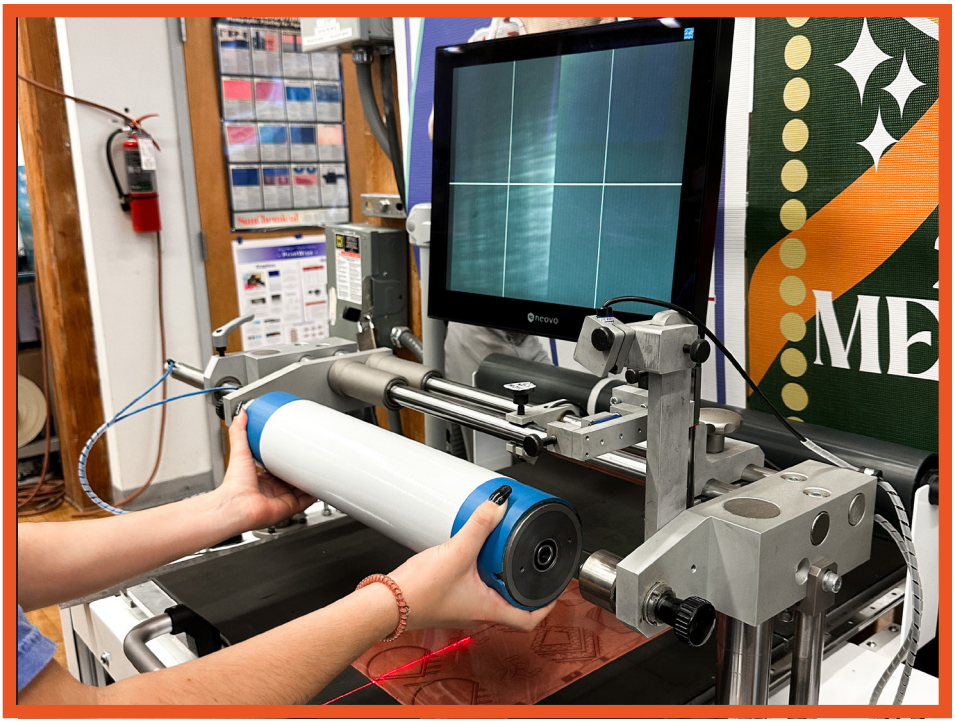



Rev#: 1 of 10
IGX: DFR 0.067 AK
Press: Prg 30 Act 28
Dr 74HR335 F3-Abort
POWER
RUN
CLR
ENTER
1000TD
thermal developer

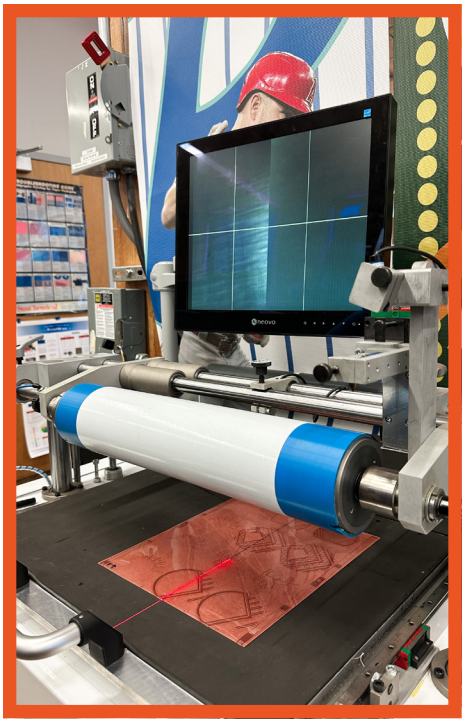


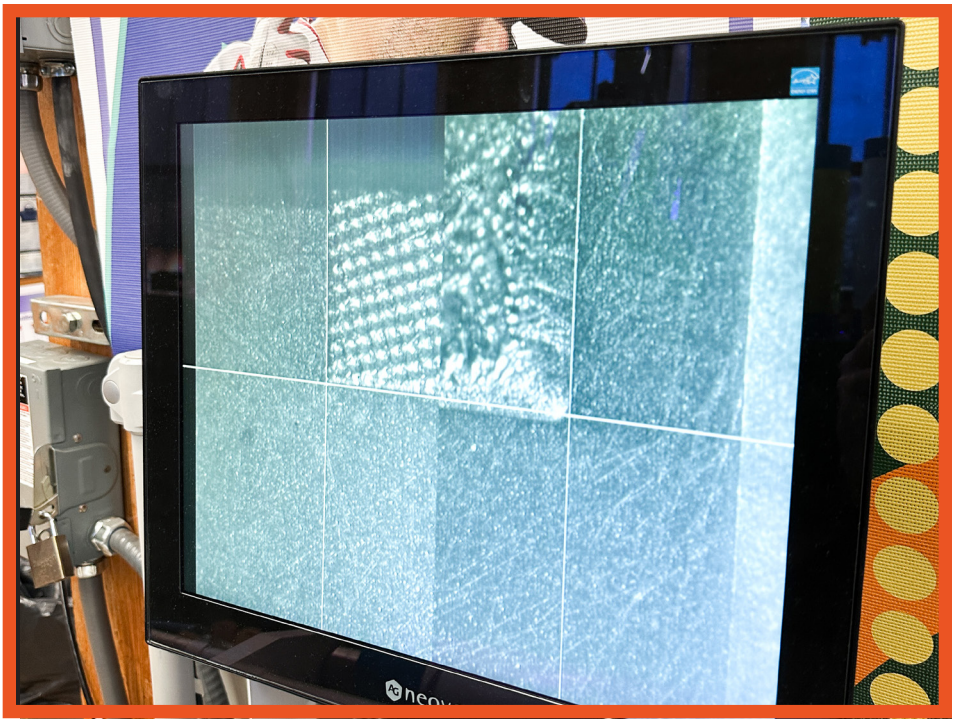


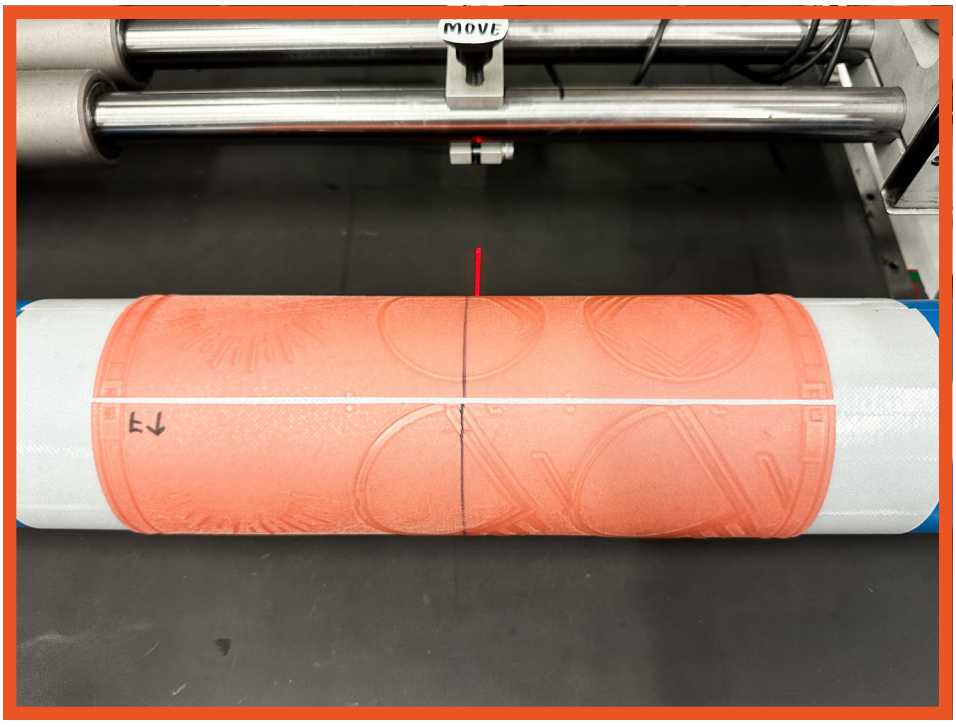
Make Ready



Mounting Plates





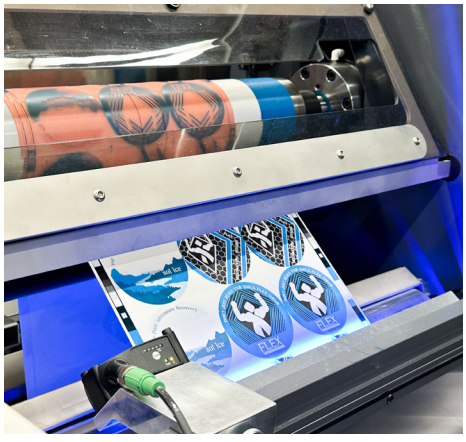

MOVE

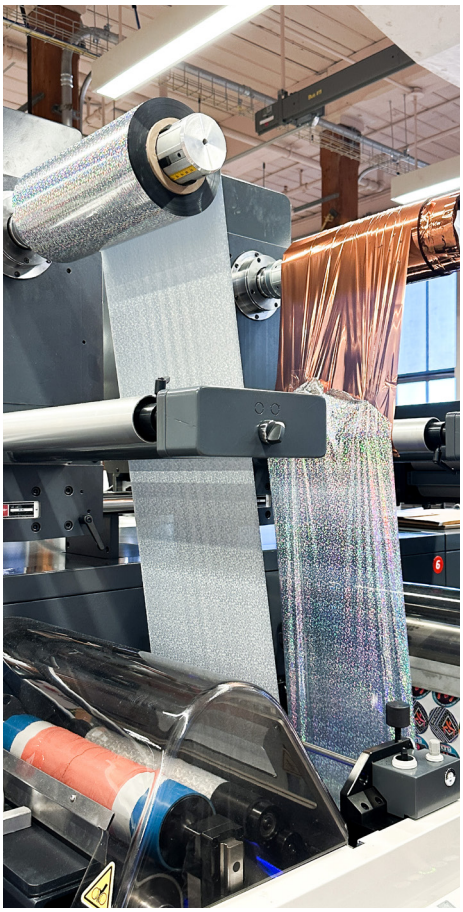

drop like a fly so your kids don't cry.

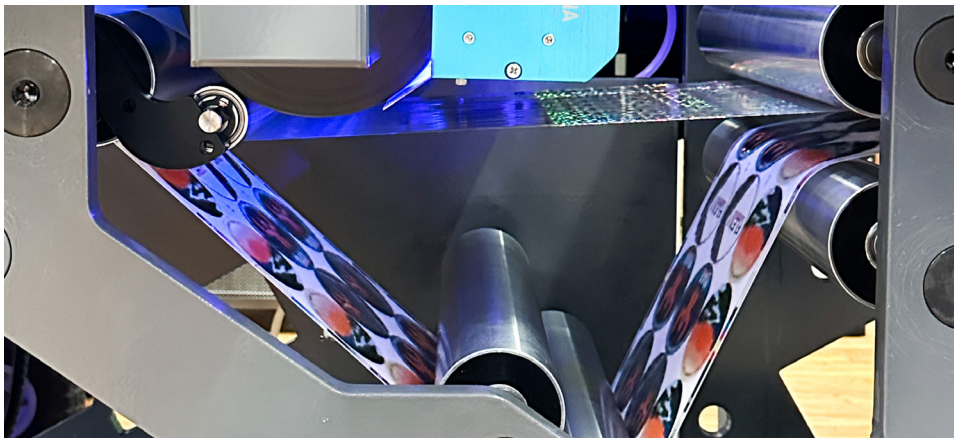
Press

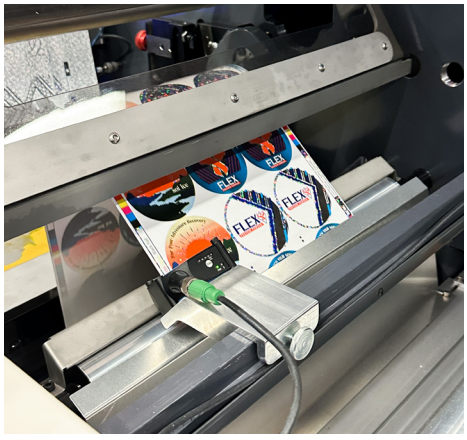
During the press run, to ensure safety, we wore pants and closed toe shoes, as well as tied our hair back to avoid all potential safety concerns. The functional stickers were printed on Semi gloss 1.7 mills paper with UV Process CMYK inks. The inks were printed in KCMY order with the foil adhesive applied last to transfer the foil.

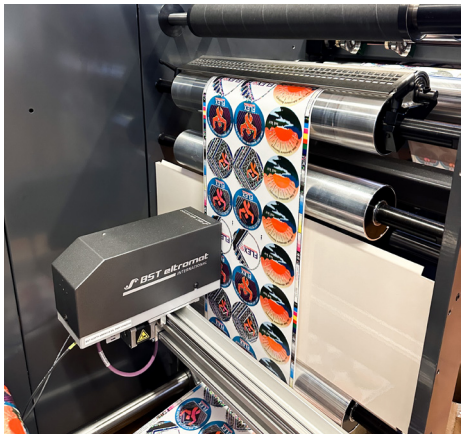

nilpeter

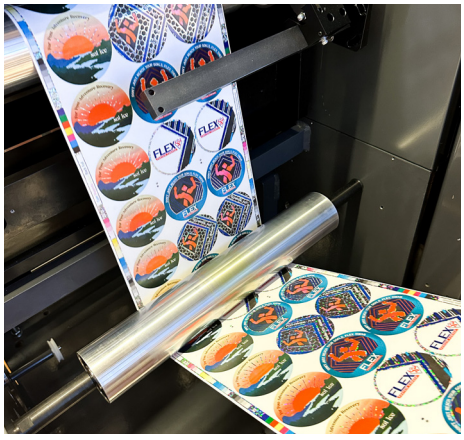




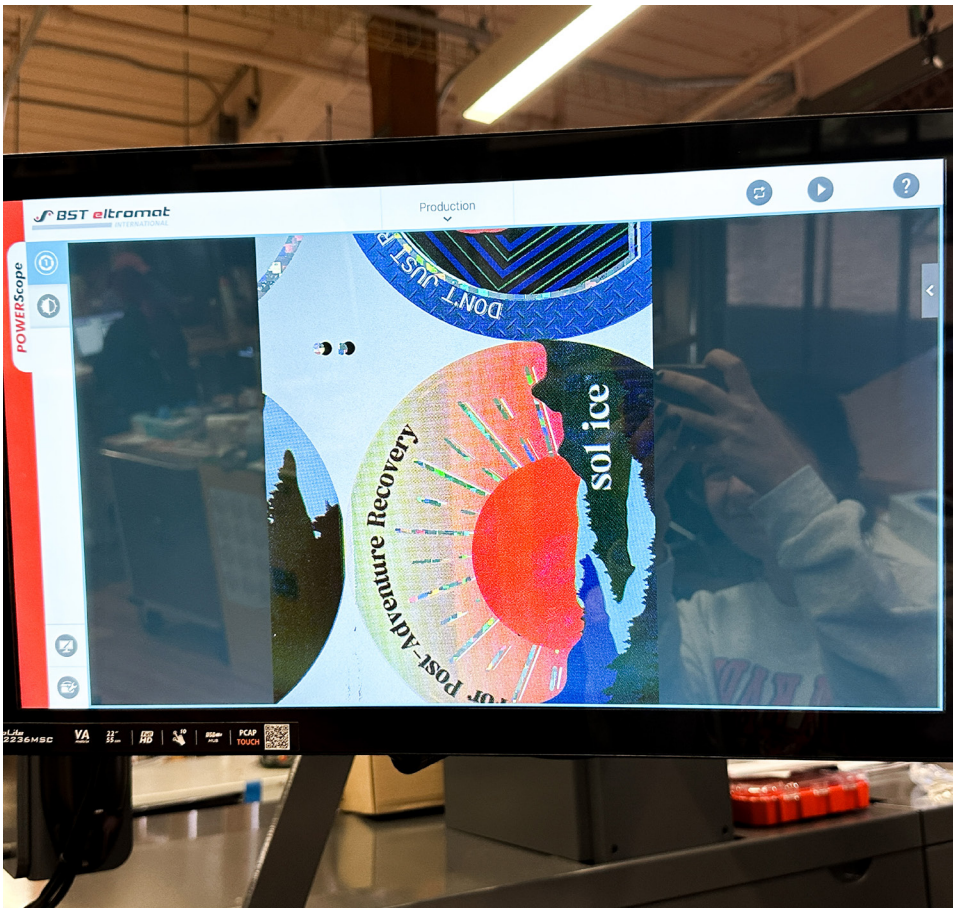


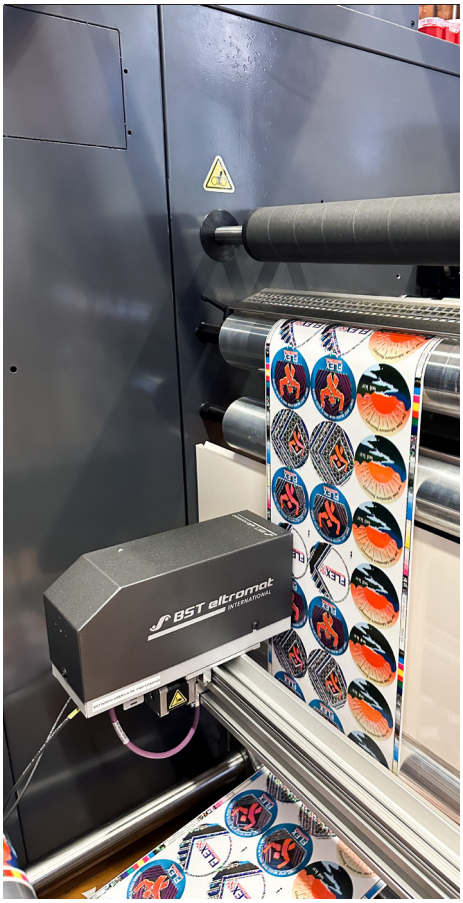



DST eltromat

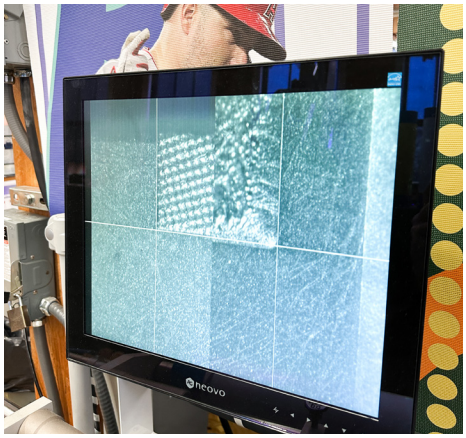


Quality Control and Analysis





Quality Control: Using the jm heaford plate mounter and nilpeter quality control systems we ensured that are plates and prints were in registration throughout the platemounting and printing process.



Analysis: My artwork was executed well. The art met the theme that I wanted to achieve and was successfully printed. The registration aligned, except for the yellow was slightly off and the foil impression on the registration could have been better. Something I would have changed is the impression of the yellow cylinder because there are some magenta splotches in large areas of the solid orange color. By doing this I could have achieved a more consistent solid orange. The ink metering system allowed for the proper amount of ink to transfer onto the substrate with no excess ink, halo, or dot gain. There was good recreation in our prints because there was consistent printing and no dot gain.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