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Major printing process with etched plates or cylinders; intaglio printing
screen Major printing process where a stencil method of printmaking is imposed on a screen of silor other fine mesh, with blank areas coated with an impermeable substance, and ink is forced through the mesh onto the

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printing surface.

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Description Graphic Communications uses an easy-to-understand approach to teach the processes, methods, and equipment used in the field, with a focus on careers. This text prepares students for the technology they will use with printing, including digital image capture and manipulation, digital prepress operations, computer-to-plate technology, and press control systems.

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Graphic Communications reflects these changes in the industry, with chapters devoted to in-depth coverage of color science, electronic pre press and digital printing, digital image capture, color management, and flexography. Other chapters provide important information on design and

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Graphic Communications 11.1

Printing Processes 11.2 Producing a

Graphic Message Identify common

printing processes. • Explain the difference between dynamic digital

printing and traditional printing. Describe the process of producing a

graphic message. Compare

photographs and line art. Explore the

Photo Printing Technology Ink dots

make up the

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page 2

Graphic Communications is a

comprehensive text that reflects the

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