

FRANCE GRAPHIQUE/FORUM NUMÉRIQUE

Analog to digital: How will the photoengraver and filmsetter cope?

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The Future of Print

"Nobody wants more print."

- ◆ What the world needs is better print—more effective publication—and these days that means ink-on-paper, toner-on-paper or pixels-on-screen.
- ◆ Industrial Age Batch Manufacturing vs Information Age Networking
- ◆ The Audience of One

The Future of Print

Three Forms of New Media

- ◆ Paper-based
 - selective binding, ink-jet customization, demand printing, fax publishing
- ◆ Telecom-based
 - on-line services, network publishing, Internet World Wide Web
- ◆ Disk-based
 - floppy, CD-ROM, smart cards

The Future of Print

The Content Cliché

- ◆ Writing content
- ◆ Developing, assigning, editing, updating, designing, illustrating, producing, advertising, marketing, pricing, selling, distributing, fulfilling, billing, collecting
- ◆ Moby Disk

The Future of Print

Six Benefits of New Media

- ◆ Customization
- ◆ Timeliness
- ◆ Comprehensiveness
- ◆ Searchability
- ◆ Economy
- ◆ Transaction

The Future of Print

Every page delivered on demand, on-line, on disk is a page that is no longer produced on press.

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Repro house advantages

- ◆ Understanding of computers
- ◆ Understanding of digital formats
- ◆ Custom-service orientation
- ◆ Capable of complex individualized production of client design

Repro house advantages

Understanding of computers

- ◆ Used to constant obsolescence
- ◆ Able to wrestle new applications
- ◆ Telecommunications experience
- ◆ Network management experience

Repro house advantages

Understanding of digital formats

- ◆ Electronic text input, revision and conversion capabilities
- ◆ Electronic image processing capabilities
- ◆ Digital file management experience

Repro house advantages

Custom service orientation

- ◆ No two jobs are exactly alike
- ◆ Customer's work must be integrated into the production process
- ◆ Some jobs can live forever

Repro house advantages

Production of customer's design

- ◆ Catching mistakes
- ◆ Suggesting improvements
- ◆ Following complex design instructions
- ◆ Understanding the "spirit" of the work
- ◆ Partner with the customer

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Repro house challenges

- ◆ Mac vs Windows perspective
- ◆ Little multimedia experience
- ◆ Managing dead documents
- ◆ Ink & paper vs communications perspective
- ◆ Talking to the wrong customers

Repro house challenges

Multimedia Data Formats

- ◆ Typography
 - (not just text)
- ◆ Illustration
- ◆ Photography
- ◆ Hyperlinks
- ◆ Television
 - Sound
 - Animation
 - Video
- ◆ Participation
 - games
 - newsgroups
 - transactions

Repro house challenges

Multimedia Production

- ◆ DESIGN
 - concept, authoring, illustration, layout, design
- ◆ PROGRAMMING
 - scripting, database work, applications, links
- ◆ PRODUCTION
 - keyboarding, scanning, editing, proofing

Repro house challenges

Mac vs Windows perspective

- ◆ PC development environment
- ◆ Complex hardware choices
- ◆ "Casual users" not skilled users

Repro house challenges

Little multimedia experience

- ◆ Used to high resolution overkill
- ◆ No capabilities in
 - ...audio
 - ...animation
 - ...video
- ◆ No end-user programming experience

Repro house challenges

Managing dead documents

- ◆ The repro house has the files that are **LEAST** likely to ever be used again
- ◆ Creative vs production databases
 - Catalogs, reference work, repeating use
 - The database payoff is in the publisher's office
- ◆ Too many bits, too few images

Repro house challenges

Ink & paper vs communications

- ◆ The urge to print
- ◆ The focus on cost per impression, not cost of sale
- ◆ Perfect halftones instead of perfect magazines, brochures, advertising

Repro house challenges

Talking to the wrong customer

- ◆ The professional print buyer instead of
- ◆ Publishers
- ◆ Sales & marketing managers
- ◆ Catalog publishers & direct marketers
- ◆ Strategic communications professionals

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Where's the profit?

- ◆ DESIGN
 - concept, authoring, illustration, layout, design
- ◆ PROGRAMMING
 - scripting, database work, applications, links
- ◆ PRODUCTION
 - keyboarding, scanning, editing, proofing

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Strategic Goals

- ◆ Understand how to accept, manage and add value to the living document
- ◆ Nurture interactive design talent
- ◆ Develop database & programming skills
- ◆ Become part of the customer's information solution
- ◆ Price by value, not cost

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