

Design Standards and File Preparation

It is important that students take copious notes during the field trip, observe each processes, Be sure to have the correct margins, columns, alignment, type choices, photos correctly adjusted (sizes, color, resolution....) and be sure to use design principles, elements of designs in your report. The intent is to be able to attract a reader while you provide accurate information about the printing processes, the business aspect of printing, costs, and choices you might to keep in mind when you want to print files, not just limited to business cards.

Printing Cost Considerations

Budget, purpose and audience need to be considered prior to starting the design process. They lead into a format, and budget especially influences the breadth of physical properties options available to create wow with your design.

Printing in General

I had wondered if you stick to the standard colors available in the swatches of the adobe palette if you could get away with using a high-end print service company. According to Philippe, there is no option to skip a press check.

#presscheck

#cmyklargeformat

#polyesterplate

- #mark Philippe Valle
- #prepress Philippe Valle
- #largeformat Philippe Valle
- #dominicsprints Ella Schumann
- #pantone Eric Ellis
- #tooling Philippe Valle
- #cmyklargeformat Catherine Kennedy
- #cutthebleed #forgivemeplease
- #polyesterplate ZanSchu
- #photocredits

#cutthebleed



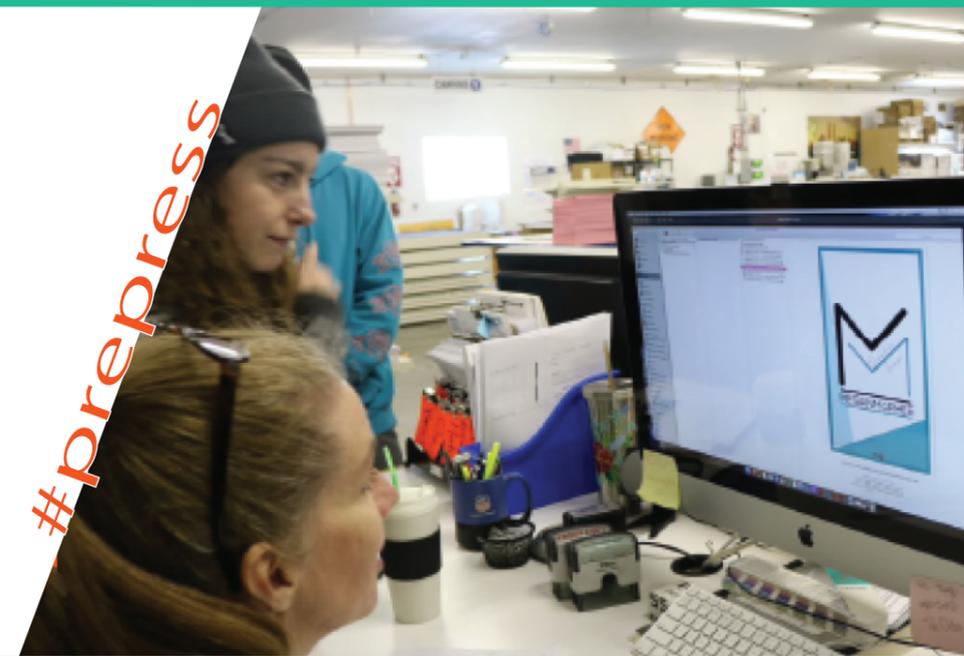
#mark



fieldreport
GOES

Like graphic designers, there are different calibers and specialties of print service companies. On a Rathdrum, Idaho field trip our North Idaho College Graphic Design Class learned about the formats, business practices and production quality of The International Minuteman Press. Most of this valuable knowledge was given to us by the down-to-earth, business savvy owner, Mark Heckel. We also learned the importance our own file preparation has on the cost and quality of our print projects.

#prepress



Competitive

Business practices related to efficiency in product as well as lower local wages means that Minuteman Press has a competitive advantage when it comes to lead time and cost. Additionally, they use precision machines built decades ago (lower overhead) with high quality components that allow them to deliver quality, cost-competitive results for their range of products. Because they do simple projects and have a large facility and qualified production staff, turnaround time on many projects is within 24 hours.

CAPABILITIES

Minuteman Press Capabilities

Business Cards and single page marketing collateral

It was a great surprise to learn that Minuteman can turn a business card about \$45. Given the number of touch points in the production process, this is a great value for being able to work with a local printer. For more bells and whistles, business cards can run in the \$175-\$200 range. Options that add additional steps and, potentially, tooling (cost increases) include foil, dies for embossing and non standard substrates. Minuteman is considered a high-quality producer of business cards vs an Internet provider where larger gaming runs (runs with other projects) affect the color accuracy of your project.

#pantone

#tooling

Large format

Minuteman Press has quick turn capabilities on high resolution large format graphics. Graphics up to four feet by eight feet can be printed at up to 1200 dots per inch. Just think, over 300 isn't typically discernible by the human eye

Packaging

For product packaging, Minuteman Press works to tight tolerances and can use jigs and dies to accomplish the cut of complex forms. Again, their speed and efficiency makes them a top choice for package inserts. Expect to work directly with the packaging maker or a packaging designer to obtain the specifications to transfer to Minuteman.

#largeformat

NICHE

Realtors and Title Companies are Minuteman Press's primary customer base. Quickturn at a great price for outdoor high quality graphics keeps relator's coming back time and again. For title companies who use multitudes of customer facing forms and records that must be filed with municipalities, their day to day forms provide follow, exact copy work for Minuteman.

When it comes to tradeshow booth graphics, Minuteman is an ideal choice for the local small business. The stock of substrates used for outdoor signs works well indoors as well. However, with the corrugation and porosity of the materials, for higher end tradeshows, a vendor who supports fabrics is a better choice.

#dominicsprints