

VS

VERSUS MAGAZINE

MAY 2020



HOW TECHNOLOGY SHAPES OUR FUTURE



ABOUT THIS ISSUE

We currently live in a time that has been drastically influenced by developments in technology within the last century. Many of these developments impact our lives so extensively that we often take them for granted and even expect them. These advancements have transformed our understanding of graphic design through the numerous technical resources that have become commonly available to everyone. Technology has created an environment for everyone to easily create and publish their work to the whole world instantly while allowing access to unlimited knowledge in order to develop skills even faster. Today, it has become easier than ever to access pre-existing works by professional graphic designers to learn and inspire future projects.

While these advancements introduce many positive benefits, several issues arise due to similar works, copyright issues, and overlap from preexisting works which discredits professionals in the industry. Considering graphic design resources

have become democratized and anyone can turn their unique ideas into a reality, the work of professional designers has become less appreciated. The majority of design work today has become less original as many modern designs have become a conglomeration of general designs that have been previously created as a result of the easy accessibility of the work of others.

In this edition of Versus, the positive benefits along with the negative effects that arise with the advancements in technology will be identified. Several sectors of design will be contrasted so that you can answer the vital question; How does technology shape our future?

**THE WOLRD
OF
COPYRIGHT**

**SOCIAL
MEDIA AND
DESIGN**

**ABOUT
TYPO-
GRAPHY**

**PHOTO-
GRAPHY**

**TUTORIAL
DOUBLE
EXPOSURE**

**TECHNICAL
EVOLUTION**

**TUTORIAL
TEXTURE
GRADIENTS**

**PRINTING
TECHNIQUES**

THE WORLD OF COPYRIGHT

What is copyright

Copyright has its good and bad sides that differ per situation. To better understand the pro's and con's it's important to know the basic of what copyright is. Well if someone has made something original, it is of course not the intention that someone else can just go along with it. That's why copyright is created. Copyright offers copyright protection to everyone who creates work. This means that the creator of such work, also known as an author, is the only one who may decide on the exploitation of the works he has created. That work can be literary, software, film recordings, artistic work and more. In addition, these works are protected against abuse by others. Copyright is therefore a constant incentive for people to remain creative. It gives the creator an automatic right to their original work. To go further on with the rules there will be a sum-up of the pro's and con's.

No protection

Copyright protects original works, but not the ideas or theories behind them. Everyone is free to give his or her own interpretation of an idea, to describe a theory in his or her own words or to use data in his or her work.

Elements of a work that are necessary to achieve certain technical result are not protected by copyright. This is what patent law is for. As an example, the screw of a corkscrew, is not protected by copyright. If an original handle is attached to it, this handle may be protected.

Another thing that is not protected by copyright are facts, as an example the score of a football match can only be described in a limited number of ways so there will be no copyright on it. Copyright does not protect styles and trends either. For instance, it is allowed to make a dance, reggae or dubstep piece of music, but it is not allowed to copy specific parts of another work in the same style.

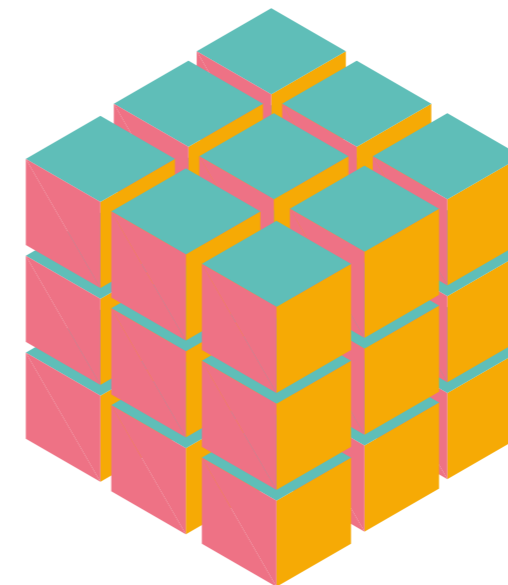
A monkey's copyright

A photo of a macaque monkey on the Indonesian island of Sulawesi. The monkey Naruto took the photo of himself, with the camera of nature photographer David Slater, so a selfie. The question now is who owns the copyright? The photographer or the monkey? The photo became world famous and was often copied. For years judges have bowed over the question of who owns the copyright to the photograph. Animal rights organization PETA and the photographer could not agree. PETA thinks that monkey Naruto should benefit from the proceeds of all the pictures he's taken. That money should then be used for the crested macaques that live in a reserve in Indonesia. According to PETA, the U.S. law did not explicitly state that copyright only applies to people. For years judges have questioned who owns the copyright on the copyright. But the soap opera about who has the rights of the picture seems to have come to an end. The owner of the camera now agrees that he will donate 25 percent of the proceeds of the photo to charity projects for the endangered monkey species in Indonesia.



The Rubik's cube

The Rubik's cube continues to occupy people's minds, even more than forty years after its market launch, it is one of the best-selling toys ever with more than 350 million sells. It is then logical that others want to take a piece of that success. Just as logical is it that Rubik does everything to protect its product. At first Rubik had a patent, but after twenty years that has expired, and everyone is allowed to use the invention. If a patent is lost, you have to claim other intellectual property rights in order to stop copying competitors. Copyright or a shape mark for example, but technically certain things are not protected by it. The fact that it has ever been patented makes it more difficult to appeal to these escapes, because with a patent you already indicate that it is an invention or something technical. But Rubik didn't give up and had stood before various courts, tribunals and the supreme court to get the rights for the cube. Eventually they got the copyrights for the grid, the specific shape, thickness and the black color in combination with the 6 specific colors. So there were some fake cubes that had to be taken off the market.



LET YOUR MONKEY OUT TRY THE NEW BANANA BEER



© Mochup by Mr.Mockup

Pro's

One of the best features of copyright is that it is automatically assigned to the new work a person has created. So, you don't have to get an approval by law or any legal enforcement. It also gives protection over this work so nobody besides the owner can use it. The work that is created is not only for the country in which the person lives, but it covers the whole world. So, it doesn't matter where you do it, it will always be your property. The milestone in the development of copyright is after all, the

Berne Convention of 9 September 1886, which is still in force and lays down basic principles for the protection of 'works of literature and art'. This name can be misleading because there's a lot more to it now.

If someone wants to use a copyrighted thing that person will need an authorization from the creator. If not, this person may be charged with stealing someone's property. Thus, the author can oppose just about any reproduction or adaption of his work.

Con's

The fact that a person directly gets a copyright on their design, makes it also hard for the creator to prove when it's made. This can cause problems when there's a situation where more persons have the same product and they have to prove who was first. So, if the author fails to prove when he created his work while the infringer has taken his precautions and therefore unfairly benefit from the legal possession.

It is therefore also recommended to put a name and date at the created work. This will help with getting the legal presumption on the work. Another disadvantage is that ideas can't be protected, as they have not been made yet.



SOCIAL MEDIA



Technology has affected the graphic design field in many ways, but most do not outweigh the effects that social media brought to the industry. Social media has been constantly reforming our current society by bringing people, families, and communities together all by the use of the internet. Platforms that allow us to instantly communicate, post, share and discover combined with intelligent algorithms that constantly keep us up to date with relevant news and information have revolutionized the way we communicate with each other and have opened up numerous possibilities for sharing content with friends.

The graphic design industry has benefited immensely from the technological advancements in social media. When utilizing social media to its fullest extent, a graphic designer working on a new design can create a design using their computer, save the design, and instantly upload it using social media for friends and colleagues to review, all without leaving the comfort of their office. This allows critiques, recommendations, and feedback to be obtained instantly in order to speed up the design and review process.

Social media and online sharing have also opened up new possibilities for how graphic designers monetize their designs by allowing them to simply upload their designs to platforms where people from around the world can access and purchase the designs to use on their own. If they are not looking to make money from their designs, they can simply open them up for royalty-free use for anyone to use freely which benefits the entire design community as a whole.

Technology in social media also allows collaboration at a distance to be possible very simply. With new programs and networks, designers can work from virtually anywhere on projects with team members from around the world. This is very useful in times when it is not possible for the members to meet with each other such as during a pandemic. Virtual conferencing with programs such as Zoom allow for the members to meet online face to face in a video conference to collaborate on a project, while programs such as the Google Suite of Docs, Sheets, and Slides allow for groups to create spreadsheets, documents, and presentations together from anywhere that there is an internet connection and allow for sharing of the content to anyone. These technologies have revolutionized the way we work on projects and create content to allow for international collaboration.

As inspiration is a major component in graphic design, it is now easier than ever for designers to obtain inspiration for their next big project. With the introduction of social media networks, it is now possible for people to take photographs from any destination and instantly upload and share them for others to like, share, and use with permission. This has decreased the size of the world as designs no longer have to travel to these remote locations to capture content for their next project. With a simple search, a plethora of content that has been created by others can be discovered in order to obtain inspiration to complete any project.



VERSUS DESIGN



Each of these positive benefits naturally introduces negative attributes that blemish the reputation of the introduction of technology in these industries. As social media has had great benefits in the graphic design industry many downfalls have resulted. Social media has taken off within the younger generations and has become a platform to show off your social status in some ways. This has led to many issues as people tend to use editing tools to beautify photos of themselves, places, or to show off a life that they are pretending to live online. These photos are then posted to platforms where they are often perceived as reality which creates credibility issues, along with a false representation of their current state. Easily influenced people tend to compare this with their current life and situation which often creates depression and severe health effects that are detrimental to younger generations.

As designers constantly post their works to the internet, many issues related to copyright arise as a result. The level for acceptable design is set very high as the posted works are accessible to everyone to directly compare. When these designs are uploaded to the internet, it becomes very easy for others to either take directly or slightly modify the designs and claim them as their own. This introduces copyright issues which are considered stealing and can lead to legal issues in court.

When traveling, it is almost expected that you share a photo of where you are and what you see

to your followers. Although this may inspire other people to create something great or to show them another part of the world, it is also a type of advertising for the location. Social media has become one of the biggest advertising channels as millions of people can be reached instantaneously, but that can be saved for a whole other article. A single post by a celebrity with a few hundred thousand followers can influence a large number of people to do something as simple as visiting a location. When people see photos of destinations around the world, they suddenly get the urge to visit the place for themselves. While this is great, it also leads to overcrowding and the destruction of the natural environment when hundreds if not thousands of people rush to a location at once just to show their friends online that they too can visit cool locations. Many wild places, such as the United States National parks, have been severely impacted in a negative way as a result of this type of photo sharing.

Cameras and social media go hand in hand as most online sharing is through pictures. As people can now instantly take photos wherever they may be, privacy quickly becomes an issue as these photos are often posted online for everyone to see. Somebody in the background of one of the photos making an embarrassing face who may not be comfortable with this is now posted on the internet for everyone to see and laugh at. This has created many social issues and has resulted in a feeling of defensiveness as you may never know who is taking your photo from a distance.



TUTORIAL TIME

Double Exposure Effect in Photoshop



1: Find the right images

You can use any photo to your liking, for example, from your personal archive. However, make sure that the background of your photo is more or less neutral, without noisy elements such as grass or foliage, to make it easier to work with.

2: Adjustments to the image

We need to make the picture much brighter and add contrast. Go to **Image > Adjustments > Levels** to call the pop-up Levels menu. Move the lightest slider to the left, making our photo brighter, and add contrast by moving the left black slider to the right.

3: Remove the background

This is a piece of cake, as we're using a photo with a clean background. Take the Magic Wand Tool (W) and click anywhere on the background to select it. Then go to **Select > Inverse** in order to make the motive selected.

Set the Output in the window to New Layer with Layer Mask. This will automatically create a copy of your initial image with the background hidden by the Clipping Mask.



4: Add a background layer

Create a New Layer below the cut-out motive and fill it with a dark purplish color (#dcd9d9) using the Paint Bucket Tool (G).

5: Add the second image

Place the image of the forest above the cut-out motive. Keeping the forest layer selected, press the Control key and click on the Layer Clipping Mask of the layer below (the one with the motive). Now press the Add vector mask button to hide the unneeded parts of the forest image.

6: Further image adjustments

Duplicate the layer of the cut out motive and drag and drop it above all layers.

Now make the portrait monochromatic to fit the second image better. Keeping the duplicated layer selected, move to **Image > Adjustments > Desaturate** converting our image to grayscale.

Open the Levels options window and make the image much darker by moving the black slider to the right side. Apply the effect and go to **Image > Adjustments > Hue/Saturation**. Tick the Colorize checkbox and increase the Hue value by moving the slider to the right, thus adding tints of blue. Set the Saturation level to 10 to decrease the vividness of the photo.

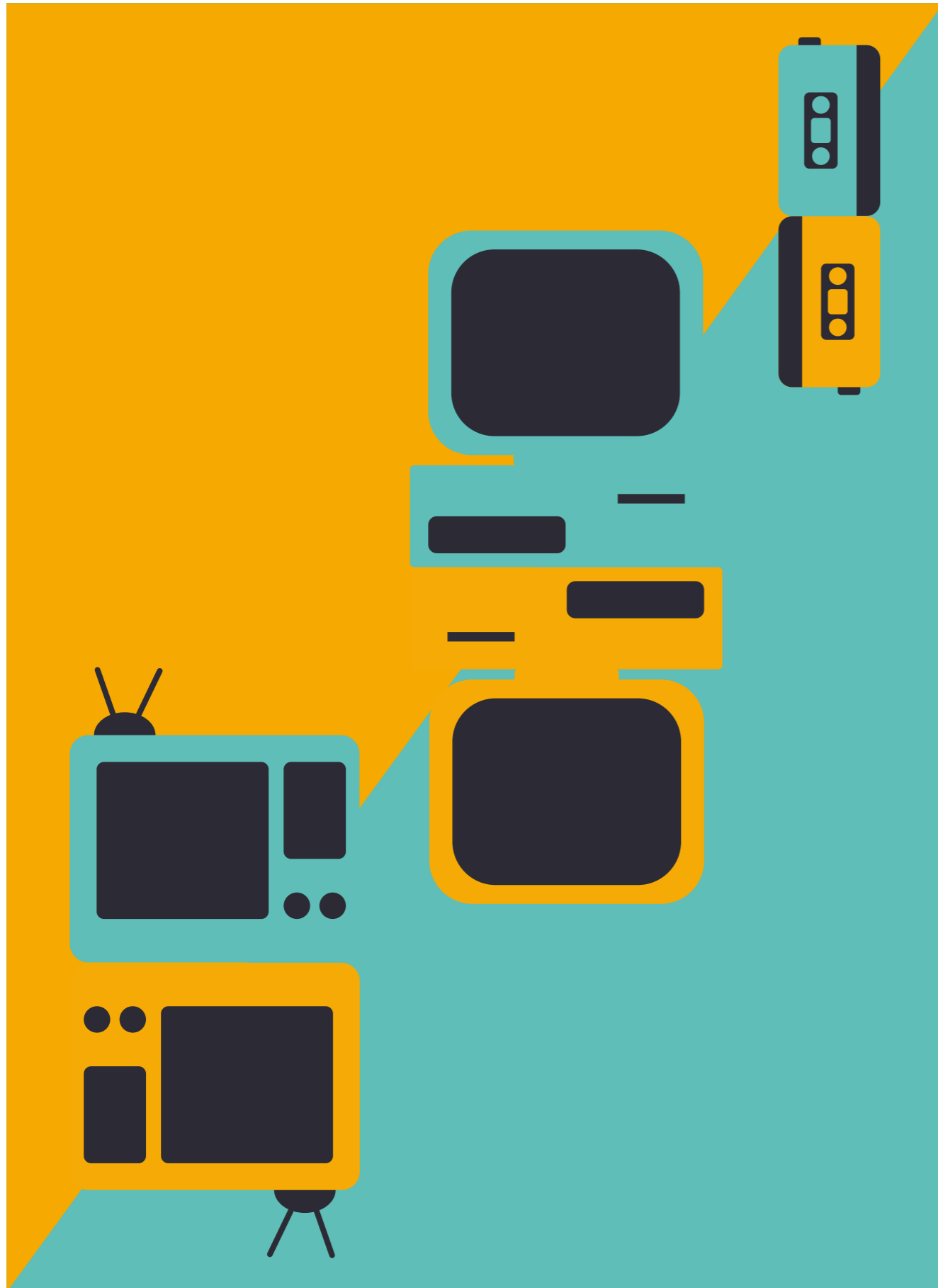
7: Change Blending Mode

Now apply the Layer Mask to our Layer. Then change the Blending Mode of this layer to Screen in the Layers panel. We can already see the desired double Exposure effect.

8: Bring back the Robot

For the final step we want to add more clarity to the image by bringing back parts of our Robot. Take a soft brush, select the Layer Mask of the forest layer, set the Fill color to black and paint softly over the parts you want to bring back. You can also lower the transparency of the brush to get an even smoother touch.





TECHNICAL EVOLUTION

Devices can be powered in different ways, but the development of electrical equipment as it began in the late 19th century is a special one. More than a century after its discovery, electricity was still a great miracle, but people felt that the possibilities it offered were incredible. Inventors and scientists wanted nothing more than to unravel the secrets of electricity further and find applications for everyday life. At the beginning of the 20th century the development of electronics took off. More and more scientist and engineers were working on new products. It's the start of the digital revolution.

The range of new products made life's tasks a lot easier. People didn't find out they needed these products until they saw them. The digital revolution has transformed almost all areas of life since the beginning of the twentieth century and has led to a digital world, just as the industrial revolution led to industrial society 200 years earlier. Computers, the internet and later the smartphone getting bigger and bigger. These developments have caused many things to change human life, such as communicating.

But all these products have a good and a bad side. To get closer to some off these points, there will be some examples of products that changed a person's daily life a lot. On the next page are three products that had a great influence on the way the world is shaped today. And to this day, new products are in the making to become the next thing that changes the way we life. And people will keep wondering, what will be the next big thing?

The TV

The receiving device is also called television or TV. In the 20th century, television has become a large mass medium reaching billions of people. The inventor of the TV was John Logie Baird. Together with other engineers he developed the first TV. Initially, the images that were sent were only in black and white, but later they were also broadcast in color. This required a new type of television: color television. After analogue television came digital television. And now the tv's are not bigger than a centimeter.

The Computer

One of the most important products in history is the personal computer or called the PC. It started shaping the upcoming technology since 1974, when the first PC was made named the Altair 8800. What made the PC so big was the fact that many people were given the opportunity to have a computer that wasn't really possible before. The Apple II had a large share in making the PC big with its easy to use interface. More and more companies were working on their own PC's, which brought the quality to a higher level faster and faster. All these developments made it possible to use the computer in our daily lives. It makes impossible tasks for a human look easy. Also giving businesses, industries, education, healthcare etc. so much opportunities to create almost all the things they want. From starting as a simple calculator made from beads and wires it developed into a super computer.

The MP3-Player

The development of the MP3 player started by the software, the software made it possible to store the music in files that are about 10 times smaller than the CD. The first digital audio player was the IXI invented by Kane Kramer in 1979. But his player never made it due to several problems. In the meantime, more products came to the market, but it still waited for the breakthrough product. It waited for the new Sony Walkman for this product, what would eventually make it possible to listen easily to music. The iPod made it with a new interface much

easier to navigate through the songs and menus. It showed that a good interface design can change the way a product is enjoyed. After that Sony and Microsoft came with their own players which made the music industry different. These were all changes were people could take advantage off, because they could listen to all the music they wanted by just downloading them on the internet. The MP3 made it possible to listen everywhere to music with a pocket-size design.

1924



1974



1979



Because the tv is so popular people use it more then is recommended and that can give a lot of problems. It has long been known that excessive monitor use is harmful. But now the researchers are also linking medical problems to this behavior. For example, it appears that in some cases obesity, lack of sleep and motor fitness can be directly linked to too much screen use. People also watch television very often to forget their stress. You can see this as flight behavior. So, people need to learn at an early age that it's bad for them to watch too much TV one day.

Next to all the good things of the computer it also has some bad sides. Because the computer is an indispensable part of life, people are behind it for hours every day. This can cause health problems such as obesity due to a lack of physical activity. Or musculoskeletal problems which is a definition of injuries and disorders, which can occur in muscles, tendons, nerves, blood vessels, etc..

Besides all the physical problems the computer can cause it also has a potential of loss of privacy. With computers storing so much personal information there's also a chance that people will steal that information and use it for bad purposes. Like identity theft or scams to get money from people.

With the possibility to listen everywhere to music with just a couple of downloads was bad the music industry in some ways. It was easy to get free downloads of music from the internet. The music industry lost a lot of money because of that. There were lawsuits that almost ensured that the MP3 player hadn't existed this way. Another disadvantage was the quality that went down. Also, when you purchase a CD you get a tangible pro-

duct what is not case when you download an album, it was also not possible to sell the product second hand. Because of the increase of illegal downloading it was one of the big influences in the illegal online market which is still a big problem these days.

TYPHO

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GRAPHY

“Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed.”

Wikipedia

WHAT IS IT AND WHERE DOES IT COMES FROM

Today, we connect typography to digital fonts and forget that it originally comes from book printing. The term comes from the renaissance and includes everything connected to the art of printing a book. Typography is not only the font, there are more things that are important during the creation process.

There is no big difference between the design of typography for a book and the design for a webfont. The difference is visible in the final steps of producing or using typography.

Webfonts are more common than ever before. During the time were computer and internet became more popular, the webfonts importance started to rise too.

A QUICK GUIDE ABOUT TYPOGRAPHY

Typefaces

There are different typefaces, especially two kinds of typefaces that can be separated: First, typefaces with serifs and typefaces without serifs, which are called sans-serif. Serif's are the small lines at the end.



Text

For readers it's also important that the text is easy to read and has enough space between letters or between the lines. Here are some terms which are important for a good typography.

Kerning

Kerning is to change the space between two letters. For example if two letters have a too big or too small space between each other and between the whole word, it is horrible and doesn't look really well for readers.

Tracking

Another name for tracking is letter-spacing, which means to adjust the space between a whole word. If you have some CAPS or SMALLCAPS, then it's necessary to use a little bit positive tracking for example +50.

Leading

Leading is to change the space between each line of a text to make it easier to read. Line-spacing is another name for leading.

Hierarchy

Hierarchy is important for the reader, that he knows where to start and where to end at the text. Its necessary to give him a visual sign so the reader doesn't get lost. Using headlines, different typefaces to show the reader the different levels. But don't use more the 3 different types so that the reader is not overwhelmed.

White space/ Space

It is important to use white space, for example in forms of padding, margin, line-space or to structure the text. To give the visual appearance space and freedom, it can be also a sign for hierarchy. Most of the time less is more.

Set signs

If you want to highlight or emphasize something you can use the size, colour or different signs for example bold or italic, to show it is important.



Alignment

Centered

Centered is when all is centered in the middle.



Align Left

The second one is that the whole text is at the left side



Align Right

If you choose the Alignment on the Right side, the text will align to the right side.



J u s t i f i e d

Here the text block will be stretched to the width by appropriate spacing.

KEEP ON PRACTICING

The way to make better typography is to do it always and a lot. Practise your brain for a good design.

Today a lot of people might be good designers, because there are a lot of open-source and free fonts accessible on the Internet. But are the designs really good?



OUR WORLD NEEDS A CHANGE

TYPOGRAPHY COMPARISON

With technology, the way we see typography design has changed a lot. If someone wants to create for example a poster, you don't need a lot of knowledge or find a designer for it. There are a lot of free tools you can use on the internet. With the help of free templates it doesn't take a lot of time and money until you got the final product in your hands. This is a great thing for a lot of people, because it isn't something they really want to pay money for. If people have to choose between a expensive de-

signer font and a free one they would most of the times go with the free one, even though it is less fancy. But this also leads to, that the hard work of a font designer doesn't get that appreciated and paid anymore.

On the other hand, the technology helps the designer to be more efficient and saves time. He can easily publish the font and share his design with the world. But unfortunately it's hard to get popular because of people would most of the time stick to their free fonts.

At the same time new tools are helping in finding the right settings for your paragraph style. You don't need a special education or much knowledge. Applications calculate the right kerning and line height, allow to quickly change the alignment and much more. There is nothing really you have to worry about if you only aim for a general looking design.



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TECHNOLOGY ENHANCES PHOTOGRAPHY

The influence of technology on the world of photography is quite substantial leading to many drastic changes and advancements within the industry in recent years. With the introduction of smartphones, snapping a photo in an instant to capture the current

documenting every moment in time which can be viewed and cherished for years to come.

Remember the days of lining up the perfect photo with a camera the size of a loaf of bread and attempting to snap a photo with not only a limited number of attempts due to the amount of film that was loaded into the camera, but also the inability of viewing the photo until the film was fully developed hours later? Taking photos has never been simpler as numerous adjustments can instantly be made before the photo is taken to enhance the quality along with adjusting the exposure, zoom, and brightness. Advancements in technology have led to extensive innovations in camera developments to allow for smaller cameras that are not only intelligent but are also adaptable and allow for unlimited photos to be taken and viewed instantly while drastically improving the quality of the resulting photos. Cameras have been incorporated into every aspect of life and can be found in the most obscure places to enhance our general life.

The company GoPro has designed and developed an extremely versatile line of cameras

that are small enough to fit in the palm of your hand, are completely water and shockproof, and are rugged enough for any professional athlete to capture a 4K photo at the perfect moment revolutionizing the way we view the world. These impressive cameras have not only changed sports photography but have also introduced an entirely new realm of possibilities in the photography industry by allowing the placement of these cameras virtually anywhere to capture the most extreme photos never seen before.

As film no longer needs to be used and developed, we can now view the photos digitally on our smartphone as soon as they are taken where they are instantly uploaded to the internet resulting in the possibility to take an unlimited number of photos. This new concept allows photographers to shoot as many photos as possible instead of waiting and hoping for the perfect shot where they can later filter through the countless photos to find the optimal photo. This makes the life of a graphic designer much simpler as the result is a surplus of content to work with when designing.

moment has never been easier. Photography has morphed from taking a basic picture to becoming a method for instantly

TECHNOLOGY KILLS PHOTOGRAPHY

Technology may have introduced many positive benefits to photography, but there have also been numerous downsides as a result of the democratization of photography. As cameras can now be found virtually anywhere, many concerns have arisen in regard to privacy and security. Now that everyone has the ability to snap a photo at any time from a device within an arm's reach, there has become a fear in the realm of privacy as the possibility of hiding from a photo has become very slim. This has become even more apparent with new drone technology as now it is possible to fly a high quality, 4K camera anywhere at any time. These drones are available to any consumer at affordable prices and come in various sizes to allow for the freedom to photograph any location at any time. These capabilities have led to severe rules and regulations to respect privacy, ensure government security, and protect safety in locations where drones can interfere with the general public safety such as airports. These regulations may be strict, but these laws cannot possibly stop an operator from photographing an area with a drone if they are determined enough.

With the introduction of high-quality cameras, automatic photo editing software, and intelligent cameras that show the best possible photo to take such as on the Samsung Galaxy Smartphone camera, everyone can now take professional-looking photos that eliminate the need for professional photographers in many situations. Many events such as weddings where hiring a professional photographer was a necessity are now resorting to amateurs with a drone or DSLR camera. This eliminates the need for a professional photographer which ultimately takes a job away as high-quality photos can be produced consistently by anyone.

Photography has always been an art and should continue to be such, but as a result of technological advancements, the art that used to be involved in producing photos is now disappearing. Photographers would spend extensive amounts of time lining up the perfect photo with a film camera to ensure that the flash lay upon the target precisely to highlight necessary features before snapping the shot. This film would then be brought to a dark room where chemicals would be utilized in order to develop the photo. This

developing process is an art and skill creating an authentic feeling of anticipation to view the photos as they could not be seen instantly which is now lost thanks to technology, the digital camera revolution, and the ability to view photos instantly.



PRINTING TECHNIQUES

Within the last decade the printing industry developed and improved many techniques, so that nowadays there is almost no limit when you want to put your ideas on a surface. Each technique brings its own style and character to the printing. Some give you brighter colors, others the option to have

a plastic substrate. With the digital printing, printers become accessible to everyone. And to print something is no longer and privilege of rich people, but everyone with a need can find a place to print his ideas.



OVERVIEW

I. Offset Lithography

The offset lithography is the common printing technique for most products in industrial production. Because within this technique the print image is transferred indirectly to the print material, using rough materials and structured substrates still provides a brilliant print quality. First a press plate for each color is created and then attached to the plate cylinder. These press plates are treated chemically so that the print-surface is accepting the ink and rejecting water. The opposite applies to the non-print surfaces. Ink rollers apply the ink to the plate and the not-printed areas are getting wetted with a water based solution. First the press plates transfer the side-correct print image to a rubber blanket. Afterwards the reversed image on the blanket gets transferred to the substrate. According to the amount of print units inside the offset machine, the printed sheets run one or multiple times through this process.

II. Gravure Printing

Gravure Printing was the common technique for catalogs and magazines with a large edition, but is increasingly replaced by the offset lithography. Still this technique is the primarily used one for packages and decorative printing like wallpaper or laminate. The characteristic of gravure printing is, that printing-areas are deepened in the print cylinder. After applying the ink to the cylinder, the ink is removed again from the surface so that it is only left inside the indentations called cells. With a lot of pressure this ink is then transferred to the substrate.

III. Digital Printing

With the Invention of electrophotography in 1938 and the first industrial applicable printer in 1993, digital printing is a quite new printing technique. After many improvements it already started to replace the offset lithography in some sections. Because no other printing technique is able to economically produce from number one the biggest advantage is personalization of print products. This makes it significant for the advertising industry but also for normal people who wants to create something like a personalized photo book.

Digital Printing is type of so called Non Impact Printing, because there is no print plate needed and the print data can be directly transferred to the machine and be printed. For printing either fine powdered or liquid toner-based ink is used. With electrostatic charge this toner gets structured according to the print image. After transferring the toner to the substrate it gets fixed with heat. Because time for drying is not needed it can be continued with print finishes immediately.

VS

But there is something wrong about this

The development of the printing techniques is good thing, but at the same time, the call for a more creative type of printing gets more quiet. Printing houses orientate themselves to what the big industries are asking for. They ask for cheap but good products. This leads to a small amount of the classic products with less variation between them. Event though the printing techniques could be

used to produce many many different styles. Only a small piece of the possibilities for creativity gets used. The focus is to produce with the least effort and the most outcome.

Also machines are getting more complex. With this they get less accessible to normal people. Yes print houses offer most of the times a big palette of product options. But still you have to stick to these given options. You can't just experiment on your own with an offset machine because no normal per-

son got a one of those in their backyard.

Printing becomes more an industrial production and less artistic and creative as it used to be. There are more options nowadays, yes. But you can hardly exhaust them. Every test run for a offset lithography and gravure printing machine is too expensive and therefore not possible.



IV. Screen Printing

Screen Printing is based on a simple principle that ink is transferred through a screen with a mesh directly onto the substrate. Some areas of the mesh are made impermeable to the ink by a blocking stencil. The open parts of the stencil allow the ink to go through the fabric onto the paper. These stencils are made using a digital printer printing the image in deep black ink onto a transparent paper. Each color needs its own stencil and screen.

Screen printing can be used for many products because basically all even materials can be printed. Next to textile printing screen printing is also emphasized in artistic graphic design and finishing of print products. A big characteristic of screen printing is that colors are more colorful and have a higher opacity. That's because no grid or ink dots are used within this technique.

V. Materials

There is almost no limit when it comes the different materials which can be printed. With a high number of different printing techniques, there is always one technique that is perfectly customized for a special type of material. Because so many materials can be printed, printing techniques are not only used for books or magazines but for many different industrial areas. Some of those are the textile industry, pharmaceutical industry, packaging industry and even the furniture industry.

VI. Print Finishes

To finish a print product there are many possibilities like different types of bindings, creasing, varnishing and many others. The general purpose is to make the stack of papers hold together and give them a cover that makes the product more resistant from damage. But at the same time all of those different finishing techniques can give a creative touch to a product. It's not only a finish of the print but also finishing the design. Small details can have a big impact on how the product appears. It's good for a designer to know about those possibilities, try out and experiment with them.



TEXTURE GRADIENTS WILL BRING YOUR ILLUSTRATIONS TO ANOTHER LEVEL



HOW TO CREATE A TEXTURE GRADIENT EFFECT USING ADOBE ILLUSTRATOR

You can take your illustration or project to the next level by adding a bit of texture. Texture gradients are an awesome way to add a little bit of realism and at the same time a unique vibe that will make your work stand out!

The basic idea is to put a shape on top of itself with nothing but the gradient texture.

Step 1:

Copy and Paste it on top of the object (**CMD + C > CMD + F**).

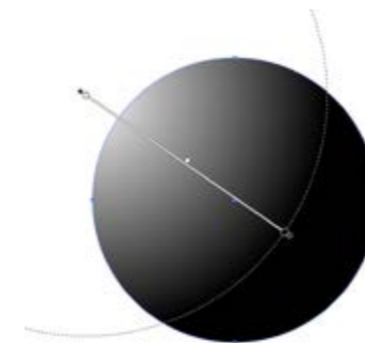
Step 2:

Apply the default gradient.

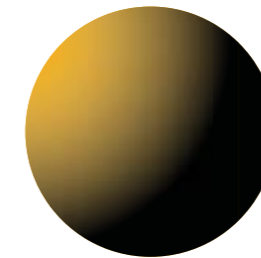
Step 3:

Having the **Gradient Tool** (G) selected. Adjust the gradient by dragging the tool over the shape. If you want to apply this effect to a circular shape, you probably would go with a radial gradient type.

By dragging a shorter line with the gradient tool, it will



give you more contrast. Just try different options until you get the gradient you are looking for. Keep in mind that you can edit the gradient effect anytime later.



Step 4:

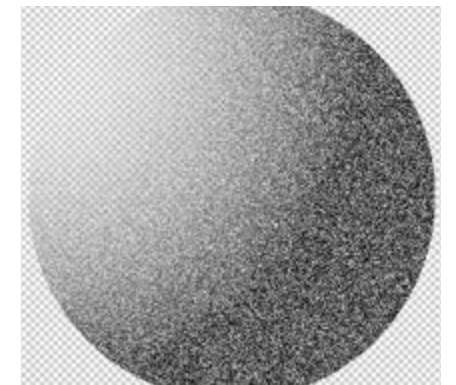
Select the white pointer of the gradient and lower its opacity to zero. Now you should see the shape below shining through.

Step 5:

After we got our gradient in place we now add texture to it. So to do that go to **Effect > Texture > Grain**.

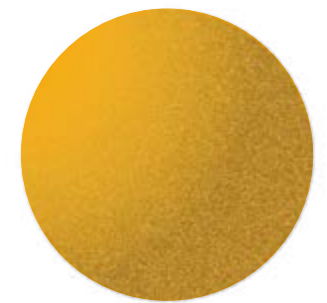
Step 6:

You can change the grain type to any that fits your design the most. In this case here we use sprinkles. You can also change the intensity and contrast of the effect, depending if you want a more dramatic look or not.



Step 7:

Apply the effect and lower the opacity to around 20 percent. You can now still edit the effect by changing the gradient or opacity values. You can also change the color of the gradient what creates a nice color texture.



GOOD JOB!

This is a really easy and nice effect that can bring your illustrations to a new level and let it make look more realistic.

ABOUT US

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Credits

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CON- TACT

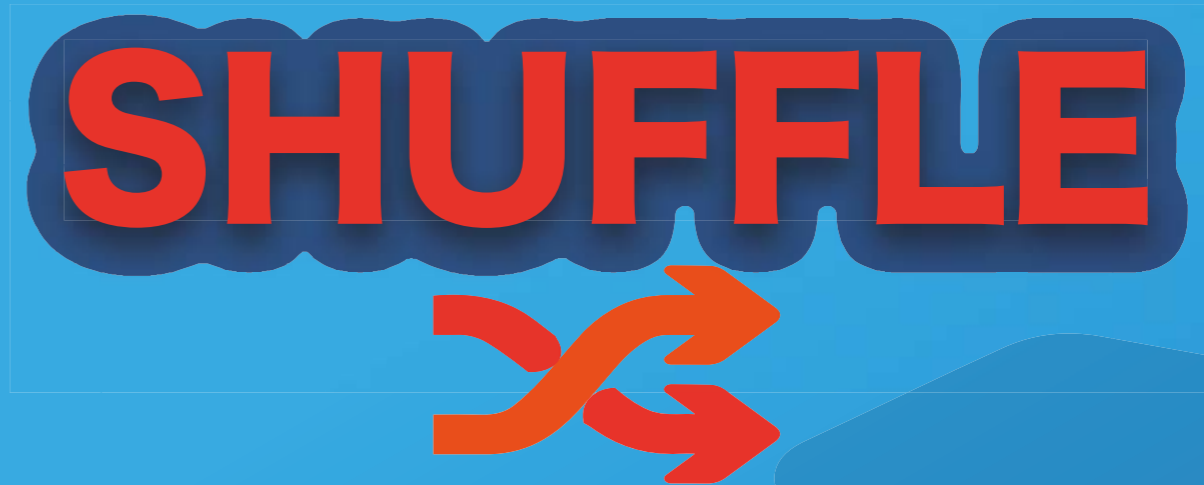
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