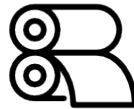


Fifth Colours

Continued



Spot Colours for Digital & Litho Printing

Spot Colours

Last week, we looked at spot colours. These are often referred to as '5th Colours', as they are additional to the 4 CMYK inks on a press.

Spot colours are most commonly used to ensure accuracy within branded print work.

Spot Colours for Monotone

We are familiar with the word Mono when referring to black and white printing.

This is because we use a single black ink or toner within the machine.

‘Monotone’ however can refer to use of any single colour on the spectrum.



Printed using the single ink Pantone O72C

Benefits of Single Colour

**Single colour litho - single plate setup.
Less materials, less cost, less time.**

**Good for brand consistency - creating
unity across all branded goods.**

**These spot colours can be matched in
print, fabric, vinyl...**

Setting up Monotone in Illustrator

Open up your Image

Window>Swatch Library>Colour Books

Edit>Edit Colours>Convert to Greyscale

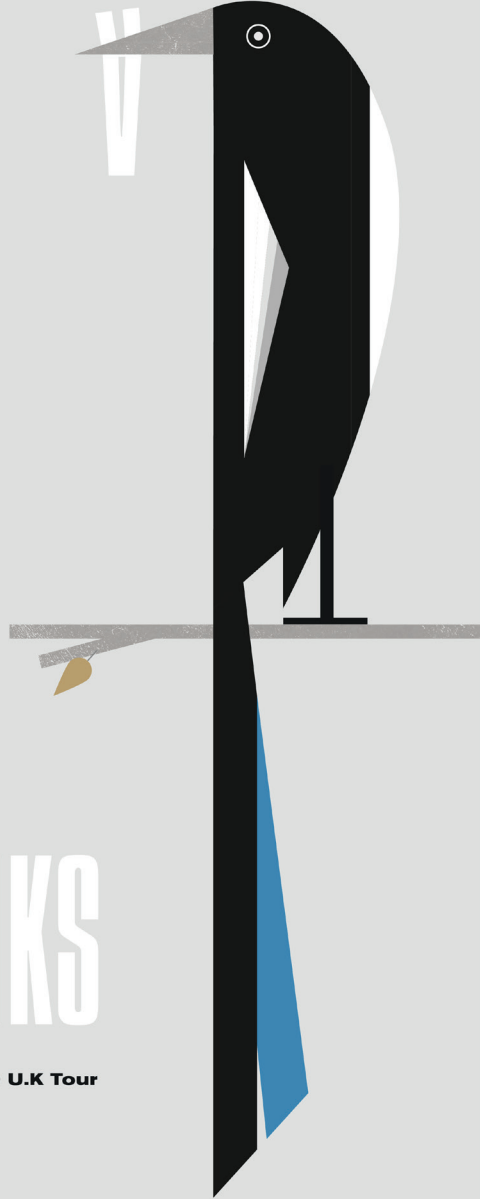
Click chosen spot colour

External Spot Colour Litho Jobs

Last week we learnt how to set up a spot colour (Spot UV) for a digital press.

It is however worth noting the difference between this and how you may be required to supply files to external companies.

You can set the file up the same way using the layers - but supply 2 PDFs, one with the CMYK artwork, and a separate Magenta PDF file.



THE UNTH NKS

Unaccompanied, As We Are | 2019 U.K Tour

EventBrite &
Rough Trade Present:
With Special Guest Tim Dalling



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Spot Colours in Print

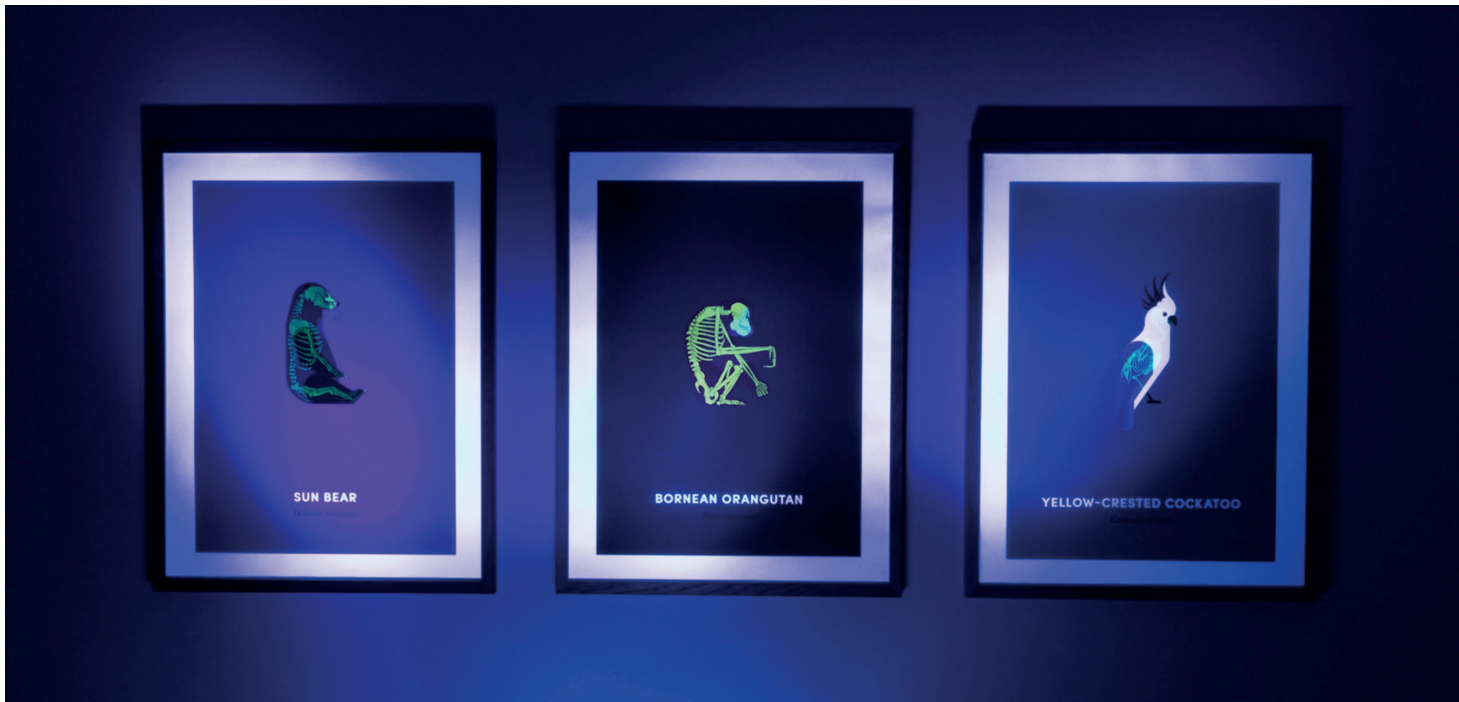
The boundaries of what can be achieved in print design are constantly being pushed.

The common phrase 'Print is Dead' is somewhat challenged when you consider the amazing ways we as designers can use spot colours to engage with our audiences.

Light Sensitive Spot Colours

These photochromatic inks have light sensitive particles mixed into them to enable a colour change when exposed to daylight.



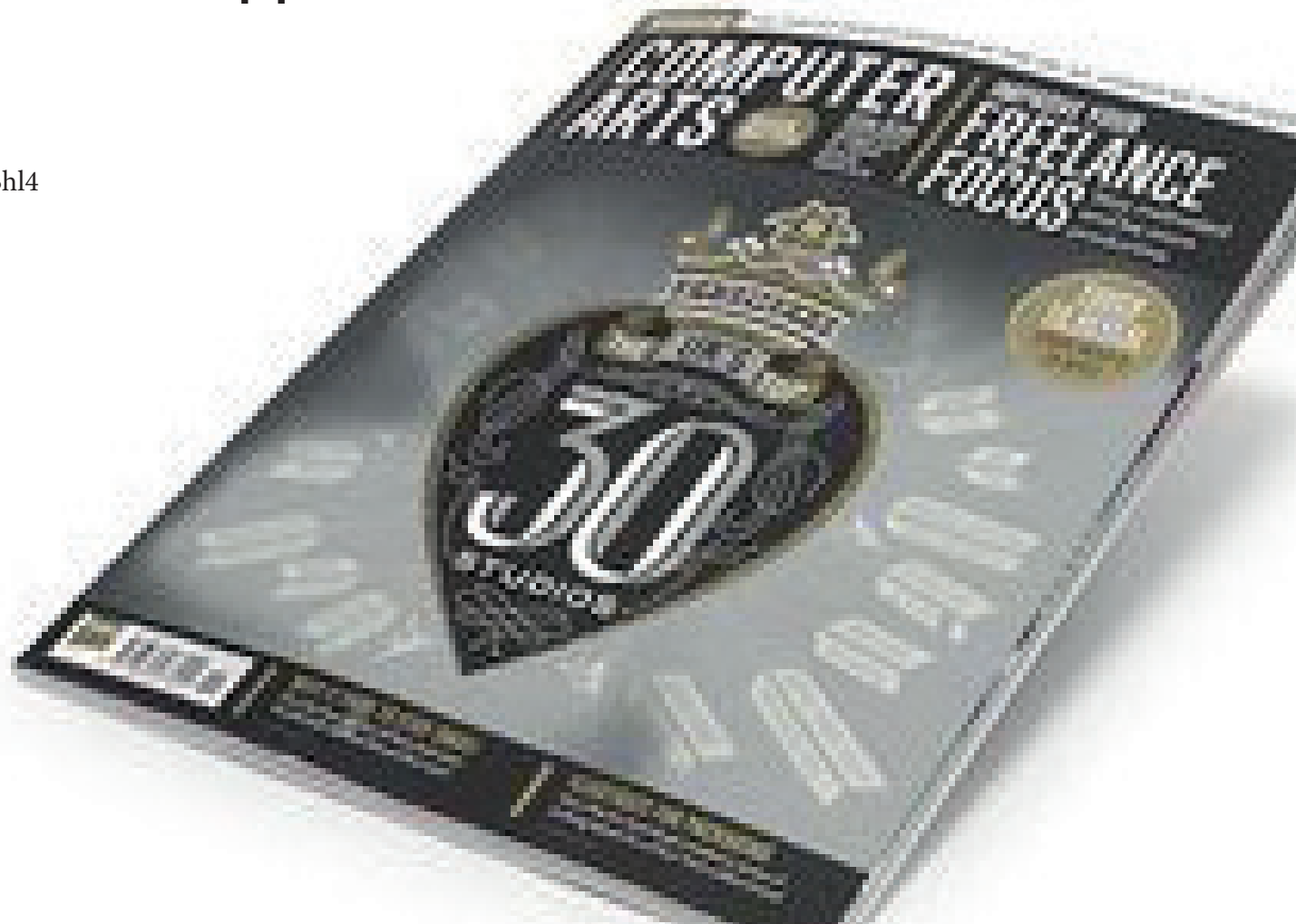


These examples have been designed with the end user in mind. Certain elements of the design rely on user interaction to come to life.

Thermal Inks

These inks are heat sensitive - and change colour when heat is applied.

<https://www.youtube.com/watch?v=WYsNdOvBhl4>



A close-up photograph of a hand peeling a silver latex layer from an orange scatchcard. The latex is being lifted from a circular area, revealing a dark, textured surface underneath. The background is orange with some black and white geometric patterns and text.

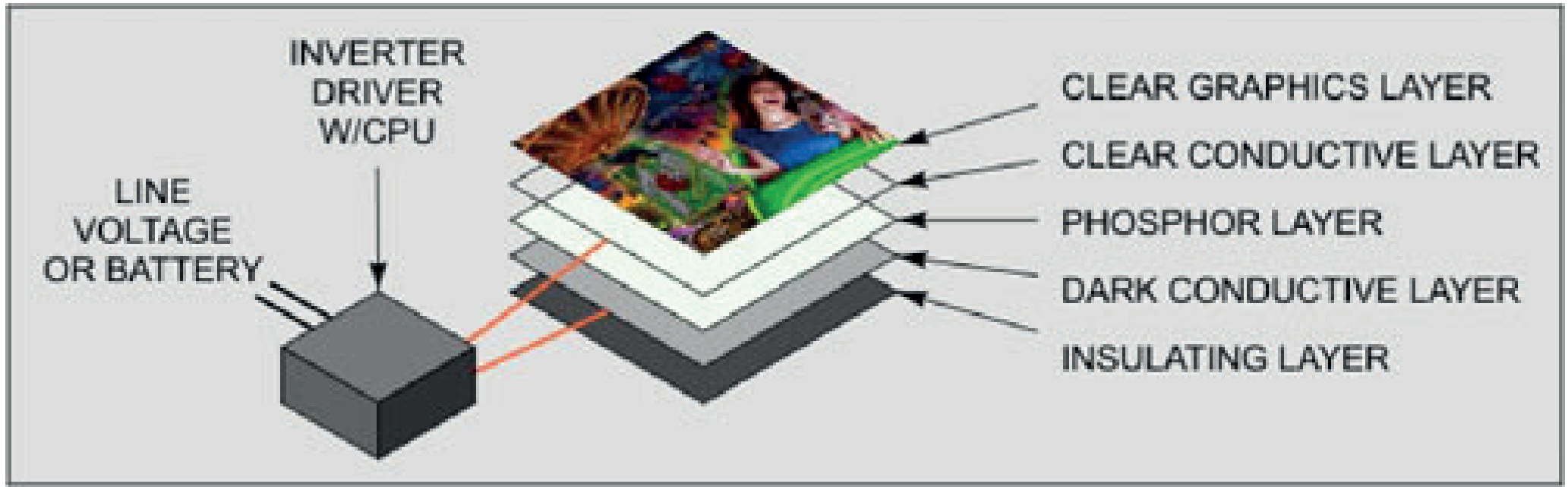
Silver Latex

This latex layer is what is most commonly found on scatchcards. Designers however can use this to play on the idea of revealing hidden elements, encouraging interaction.

Electro Luminescent Inks

This ink has been developed with the ability to pass and react to an electrical current. When a charge is passed through it, it lights up.





This technology is currently being used to print circuit boards, making our gadgets ever lighter and more flexible. But opens up huge possibilities for us designers...



Linking with Online material

Printed elements such as QR codes can allow designers the ability to switch between traditional and digital platforms.

A prompt within the print can link to video content, or further information on a website.

Linking with Augmented Reality

The recent surge in augmented reality's popularity has meant that designers can develop ever more engaging links between the two platforms. Working with developers, designers can prompt users to load gaming content, competitions, videos and bring their brands to life - all starting with the printed matter.

Is Print Really Dead?

It is worth considering what print can achieve, that a screen often can't?

Utilise **tactile qualities** such as and weight and texture.

Command a presence - a physical item to stop, look at and **interact with**.

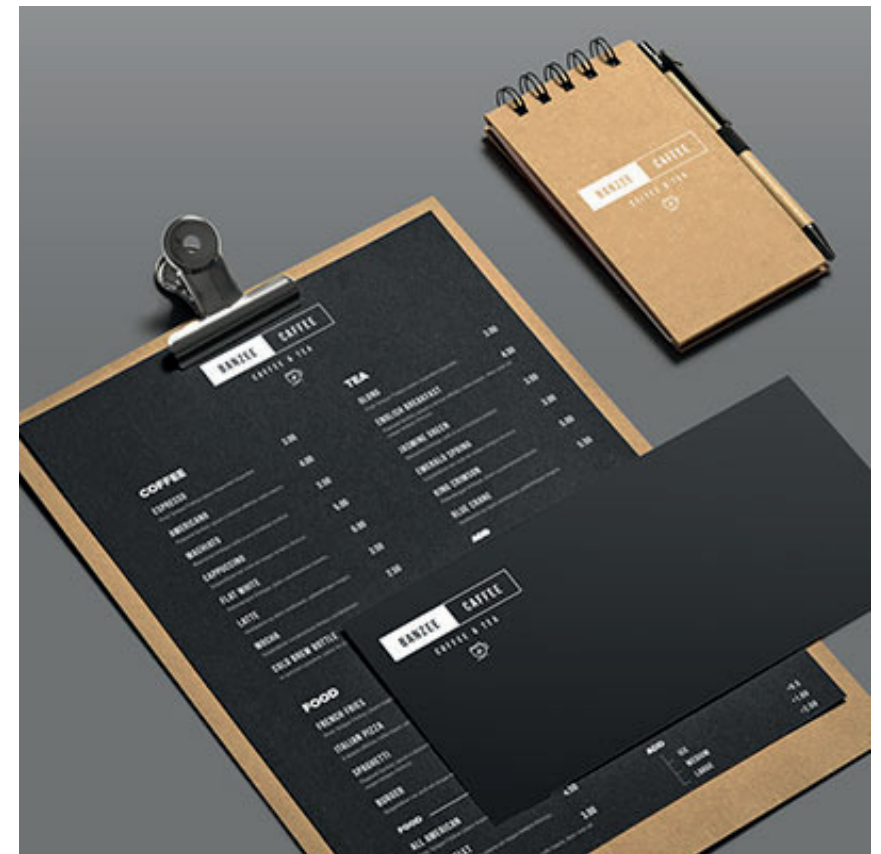
Something to take away, keep and **reflect on** at a later date.

All these inks would require designers to set their files up in exactly the same way you did last week.

Unfortunately, we dont (YET!) have free reign access in the university to much of the inks we just discussed - there are however many online printers that could run these jobs for you.

Another spot colour we do now have access to however, is white.

What white ink allows us to do, is to bring other paper stocks to the table.



GF Smith Papers

One company that produces a huge range of environmentally friendly papers, perfect for our project work is GF Smith.

Their huge range is available to flick through. Out of this range i have selected 5, which you will now be able to use for your artwork.

Planning & doing your research

You will be able to select one of the 5 options for your designs, and rework your existing artwork (or start a fresh) to utilise your chosen stock.

White ink is set up exactly the same way we discussed last week, except you will need to name the spot colour 'White'.

Ticklist - Setting up Recap

Create a New Layer called 'White'

Open the swatches palette and double click the swatch 'CMYK Magenta'

Change the colour type to 'Spot Colour'

Re-name the swatch 'White'

Check all varnish areas are on the new layer, filled with this new swatch.

Ticklist - Saving the Artwork Recap

Check all fonts are outlined.

Then go to:

Window > Attributes

Tick 'Overprint Fill'

This tells the printer to scan the PDF for a 5th colour

Save as a PDF

Specifically a 'PDF/X-4:2008'

This may vary between printers, but the printers we are using is set up to the 2008 version

Using White + Coloured Stock



White Used to emulate Foiling

By laying down white on shiny stock, you can imitate the effect of foiling.



Using white as a base

You can also lay white down as a base layer, and then print CMYK ontop - leaving areas blank so the stock shows through.

Lots of these examples are available to look at.

Carefully consider your options

We have this session, plus next session to work on this (plus the time inbetween) so you can really think about how you can rework your current artwork - or start a fresh.

All I need today is your choice of stock. Use this time to investigate and discuss ideas.