

Packaging is the final step before the real work begins with interviews, presentations to potential clients, employers or schools and the follow up necessary to clinch the deal. The way in which the portfolio or presentation is packaged is your first chance to make an impression. Is the packaging neat, professional and complete? Is it easy to open, view and put back in its original wrapper, folio or binder? Is it well-constructed, durable and easy to hold and carry? Ultimately, the question is, does it prompt someone to take interest in your work and what you are capable of offering?

The content of the portfolio or presentation is only successful if you peak your viewer's interest at first glance. It should be like opening a gift, creating a sense of curiosity and wonder. The entire experience should be satisfying from start to finish. Make sure its all there, clear, consistent, concise and coherent.

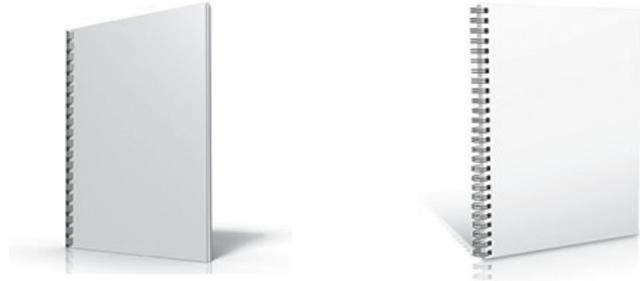
PACKAGING EXERCISE

- print or export to pdf
- make a physical mock-up - test materials and binding options
- practice an interview





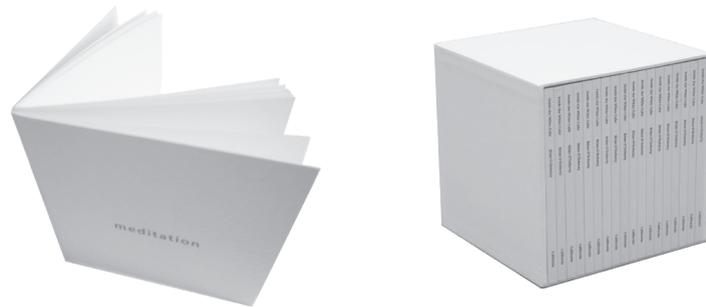
coil & comb binding



saddle stitch [staple] binding



perfect [glue] binding



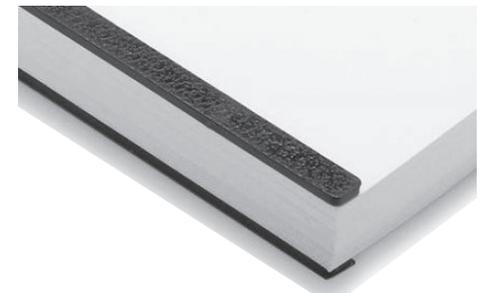
metal folders & frosted covers



post binding



tape & velo binding

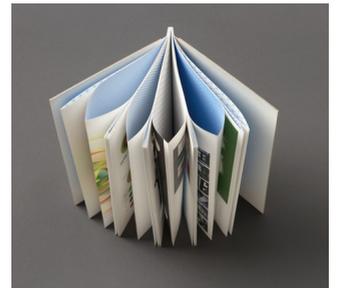
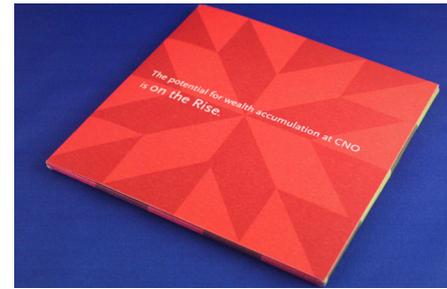




8.1

bindings & boxed sets

- Custom Packaging
- slipcuses
- embossing
- stitched binding
- cd sets



8.2

folding & folders

- Custom Packaging
- folding cards
- leather folios
- branding sets
- die-cut folders





8.3

laser cut folder . stationary set



wallet fold . folio set



8.4



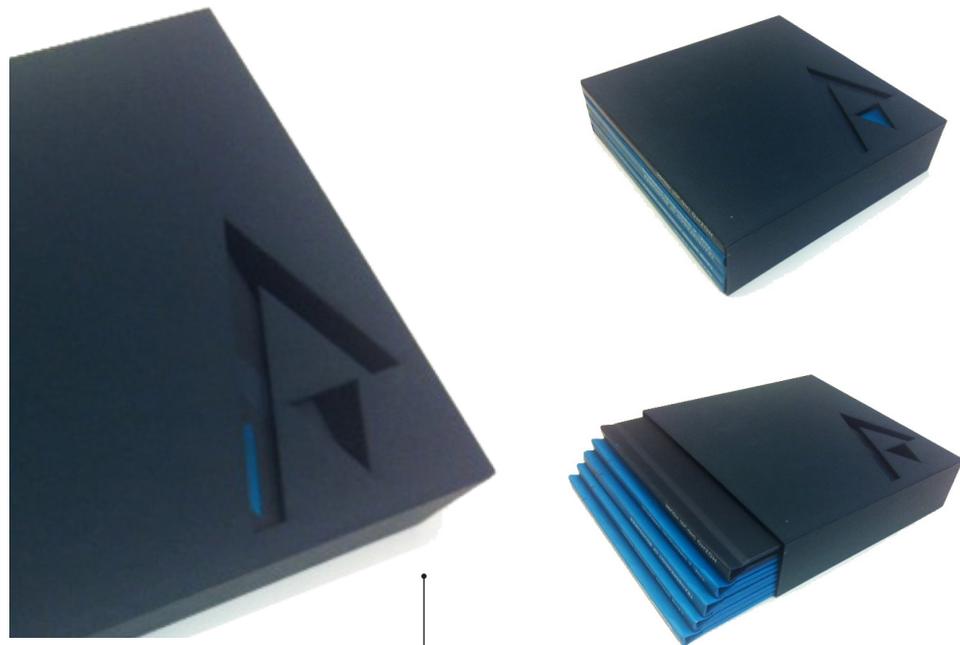
Courtney Hughes
 Director of Architecture, Design
 1000 University Blvd, Suite 1000
 Denver, CO 80202
 303.733.1234
 www.courtneyhughes.com



laser cut folder . vellum folio covers



8.5



laser cut slipcase . folio set

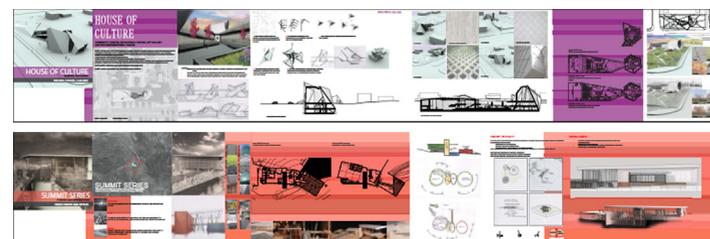
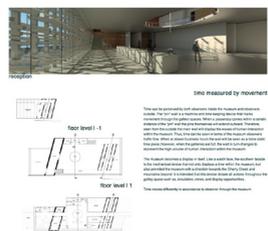


multi fold . folio set



ADAMS

SHAWN ADAMS
 archadams@gmail.com | e-mail
 matt@shawn-adams.com OR
 matt@arch-adams.com
 (202) 913-2865 | tel



GLOSSARY OF PRINTING TERMS

[<http://the-printer.net/glossary-of-printing-terms>]

accordion fold

When a sheet of paper is folded in alternating directions almost like steps.

aqueous coat

A heavy, durable coating that can be applied to paper; much like a laminate.

Barrel Fold

Folding a sheet two or more times in the same direction.

bleed

A printed image that extends beyond the edge of the paper.

blind deboss

A strong letterpress impression of an uninked image on the front surface of a piece of paper. The image is recessed.

blind emboss

A strong letterpress impression of an uninked image on the back of a sheet of paper. The image is raised.

blueline

Negatives are combined with light sensitized paper and exposed to an arc light. The result is a positive proof of the image in a blue tone to indicate color separation, register and position.

color separation

Refers to a process in which a multi-colored or continuous tone artwork is divided by photographic filtration or electronic scanners into the four process colors for reproduction.

die-cut

In a commercial print job, steel cutting rules are bent to the desired shape of the cut and the press then cuts out that image.

dull varnish

A medium that creates a velvety surface which scatters and diffuses light to reduce glare. Images have a softer look than those printed on paper without varnish or overprinted with

gloss varnish. Also makes the colors in an image more subtle.

embossing

A method of impressing an image or text onto paper with custom dies; a 'Blind Emboss' is the image or text only—no ink or foil. 'Foil Embossing' combines foil with the embossing to create an extremely classy look.

foil stamping

A Foil is applied with a die to paper for many effects—hundreds of different foils are available. Foiling can be combined with embossing for very eye-catching effects.

gloss and dull varnish

Both Gloss and Dull Varnishes are applied during a separate pass through the press, like ink, but are usually clear of coloring pigments. A Varnish provides protection from scuffing and scratches for pieces printed on coated stock with heavy ink coverage.

A Gloss Varnish creates a surface that appears smoother than the surface of the ink/paper combination that it overprints. Gloss varnished images appear sharper because the light reflected through the clear varnish film reaches the eye with little diffusion.

A Dull Varnish creates a velvety surface which scatters and diffuses light to reduce glare. Images have a softer look than those printed on paper without varnish or overprinted with gloss varnish. Also makes the colors in an image more subtle.

uv coating and aqueous coating

Thicker coatings with more gloss and durability; often seen on book and magazine covers.

lamination

A thin sheet of plastic applied and heat-set on either one side or both ("encapsulate") sides of a printed piece. Provides strong protection against tearing, scratching. Available in gloss and dull finishes. Used for pieces that will require

repeated handling or exposure to elements.

saddle stitching and perfect binding

Booklets and magazines with fewer pages can be saddle-stitched (stapled at the spine). For thicker journals and books, perfect binding is a process we provide in-house which glues the inside edges of the stacked pages of the publication to a wrap-around cover, similar to paperback books or instruction manuals.

thermography

A toner-based ink is applied and baked so it expands and creates a tactile 'raised' surface—often used on business cards. Does not allow details to remain sharp—should not be used for photo reproduction.

OTHER RESOURCES

printers, articles, videos and books

PRINTERS

Alphagraphics

<http://alphagraphics.com/>

Indox Serices

<http://indoxservices.com>

A Great American Print Shop

<http://agreatamericanprintshop.com/>

Lulu Online Printing

<http://lulu.com>

Blurb Online Printing

<http://blurb.com>