

Designing with Engraving in Mind

The overarching objective of this text is to provide you with enough knowledge of engraved printing so that you, too, can design to touch. You will learn the basics about the history of engraving, process, production range, concept development for design solutions, and artistry in application: in short, enough basic technical information and creative direction to use engraving effectively in your work.

After providing an overview of the origins of engraving, the chapters guide you through the technical process, and examine a variety of practical considerations such as best practices in pre-production, performance factors, sustainability, relative costs, and paper specifications.

We also explore the visual characteristics of engraving and how to exploit engraving methods for particular visual communication applications.

From concept to production, the text guides you in the development of designing with engraving in mind. So think of this book as the bridge that connects the place called Engraving and your creativity!



figure
i.5

TITLE: *Designing with Engraving in Mind*
STUDIO: Kean Cre8tive
DESIGNER: Erin Smith
CLIENT: IEGA
PROCESS: Two-color engraving,
offset lithography (Herein abbreviated: offset litho)

PAPER: Neenah Esse, White, 100 Cover
PHOTOGRAPHY: "Real Brain," ©Andrei Calangiu,
Dreamstime.com, "Old wallpaper," ©Yury Shirokov,
Dreamstime.com
(Using engraving, fine lines hold form over a complex
photographic image.)

