

Engraving + design thinking can equal whatever is needed for a creative design solution.

Medium & Message

Once the technical aspects and visual character of engraved graphics is understood, creativity and artistry, concept and communication—the imagination of the designer—can take control.

Historically, and traditionally, engraving has been known for its ability to communicate a feeling of refinement, formality, authority, elegance, and haute

sophistication. And yet the potential message of this unique printing process is so much more. Engraving can also be used, for example, to create or enhance a rugged, earthy, or painterly look and feel. In fact, in the hands of a visionary designer, engraving can be used to evoke a myriad of ideas, emotions, and messages.

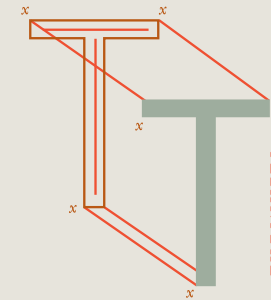


figure
3.12

TITLE: *Wordplay*
STUDIO: Kean Creative
DESIGNER: Erin Smith

CLIENT: IEGA
PROCESS: Four-color engraving
PAPER: Neenah, Environment, Vellum, Birch, 80 Cover

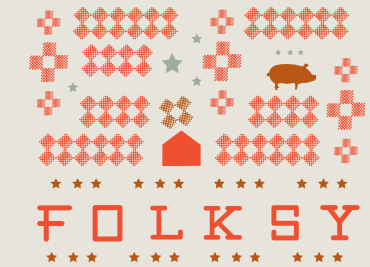
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