



What's right with this picture?

figure  
3.13

ANNUAL REPORT COVER (detail) (opposite page)  
STUDIO: Regina Rubino / Robert Louey  
ART DIRECTOR: Robert Louey  
DESIGNER: Robert Louey  
CLIENT: KB Home  
PROCESS: One-color engraving (unscreened)



3.14 (detail)



3.14

### Professional Practice

Given the many visual distinctions specific to engraving, its value should be obvious. The premium value placed on engraving may seem to indicate that the cost is generally prohibitive, except for projects with the most lavish of budgets. However, this is not necessarily true! Because of technological advances, engraving can be economical even for large print runs and budgets of modest size. Using cheaper materials or design methods is not the best route to take, for there are other, more effective ways to save money and still produce outstanding results. Considerations such as choice of paper, sequence of operation, design, and ease of production, all play a vital role in controlling costs. At a professional level, the best practice is to design smart with both creativity and cost in balance.

figure  
3.14

PROMOTIONAL BOOKLET INSERT  
STUDIO: Louise Fili Ltd.  
CREATIVE DIRECTOR: Louise Fili  
CLIENT: Darby Litho  
PROCESS: One-color engraving