

WEEK 14

Learning Outcomes:

By the end of the lesson, the students will be exposed to;

- The impact of computer and telecommunications technology

THE IMPACT OF TECHNOLOGY



The Impact of Technology

- The development of computers and telecommunications is having a major impact on the creation, production and despatch of artwork, even though the principles that have been described already have not changed.
- The use of desk-top publishing systems (eg Apple Macintosh and Quark XPress) has made it much easier for skilled operators to produce both visuals and finished artwork.

The Impact of Technology

- Digital telecommunications systems also make it easier to transfer the artwork from the agency studio to the printing works of the publisher so that film can be produced ready for plate-making.
- This technology is also used to transfer plate-ready pages that can be printed in different regional editions of national newspapers and similarly, to transfer pages to the overseas printing works.

The Impact of Technology

- ❑ Preparing visuals and artwork by the mechanical means described earlier needed a clean and tidy way of thinking.
- ❑ This is not needed with the electronic means as it does not involve handling the work, so that artwork cannot become physically damaged or pick up marks that can be printed.

The Impact of Technology

- Visuals (together with word-processed copy) are now prepared on desk-top publishing systems, with illustrations scanned in from any suitable reference source.
- Company logotypes, hand-drawn graphics and special typefaces can also be scanned in to the computer in the same way.

The Impact of Technology

- ❑ Standard typefaces are already loaded into the computer and can be called upon for initial typesetting of visuals.
- ❑ Original drawings can be produced on the computer and can be used to give an idea of the photography or illustration that will eventually be produced.

The Impact of Technology

- It is a fairly simple task for the finished visual, with all of the client's amendments, to be converted to film or plate, even to the extent that tints of varying levels can be prepared within the computer to produce different final colours.
- The final positioning of all headlines, sub-heads, body copy and logos, as well as other graphics can also be done.

The Impact of Technology

- If required, keylines (or fine-line borders) can be produced on the layout so that the half-tones of any photographic prints or separations from any colour transparencies can be scanned and electronically stripped in.
- However, for many of the major advertisers, such as the retail chains, photographs in the studio or on location are produced with digital cameras and so the images are transferred electronically direct to the computer.

The Impact of Technology

- ❑ A final advantage of the new technology is that the photographic material and other illustrations can be 'digitally enhanced' by a specialist computer operator.
- ❑ This eliminates the old (and very skilled) practice of retouching (sometimes called air-brushing). Now a blemish can be removed from the image of a model's face electronically.

The Impact of Technology

- It is quite common for the major agencies to transfer artwork for national and international campaigns to various locations and countries by the integrated services digital network (ISDN) lines.
- Not all publications or countries have yet got these high-definition links via the telecommunications system.

The Impact of Technology

- Artwork (or any of its variations) can instead be transferred onto a computer storage device such as CD-ROM, Digital Audio Tape (DAT) cassette or magnetic disk and mailed or sent by courier to the printing works.
- In some cases, the material may be just a basic layout or 'shell' so that the local agency can cut and paste local headlines and copy into the artwork.

REFERENCES

- 'How To Pass Advertising', Third Level, LCCI (M) Examinations Board, Chris Francis, 2001 United Kingdom