

Dear MagCloud,

Please try and
print these line,
colour, pattern,
format, texture
and typography
tests for us.

Alex, Alice, André, Andreas, Anja,
Christoph, Frank, James, Juliane, Michael,
Patrick, Rimma & Tim

Hochschule Darmstadt, FB Gestaltung
Practise, London

02	Colour Portraits ROYGBIV / White
04	Colour Portraits Grey / Beige Colour Portraits CMYK
06	Colour Portraits Profile / Greyscale / Halftone
36	Project Brief Type Specimen
42	Grey Test
44	Colour Align
46	Hypnosis Test
48	Concentric Lines
52	Lines Rotated by One Degree
56	Skin Test
62	One Font One Weight
64	Afterimage
66	Gradient Test
68	Black vs Rich Black
70	Type Size
82	Texture Swatches
90	Finishing Test



Red (Michael)



Orange (Alex)



Blue (Frank)



Indigo (André)



Yellow (Tim)



Green (Juliane)



Violet (Sophie acting as Rimma)



White (Andreas)



Grey (Alice)



Beige (Christoph)



Cyan (Patrick)



Magenta (James)



Yellow (Tim)



Black (Anja)

Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi/45°/Round



Adobe RGB (1998)



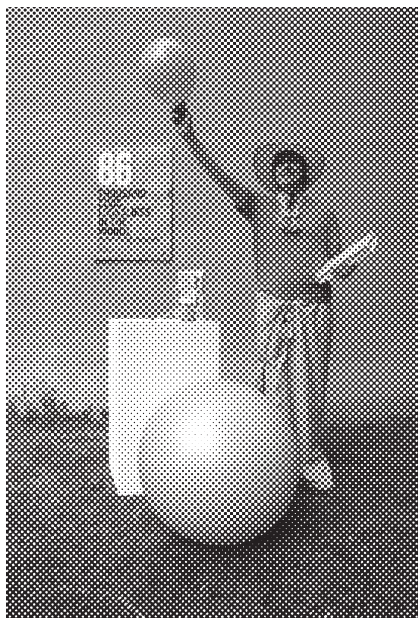
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40pi / 45° / Round



Adobe RGB (1998)



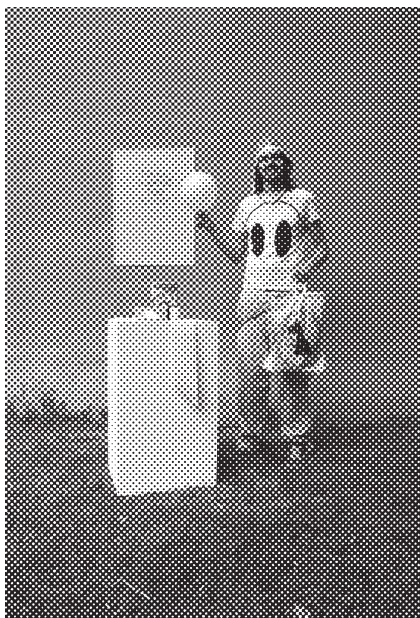
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Half-tone Screen 40lpi / 45° / Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi/45°/Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Half-tone Screen 40lpi/45°/Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



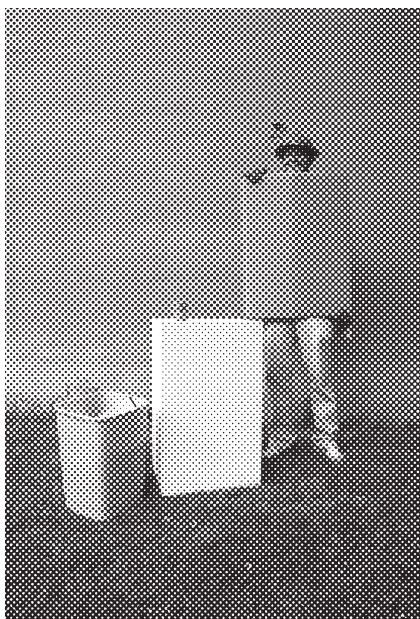
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



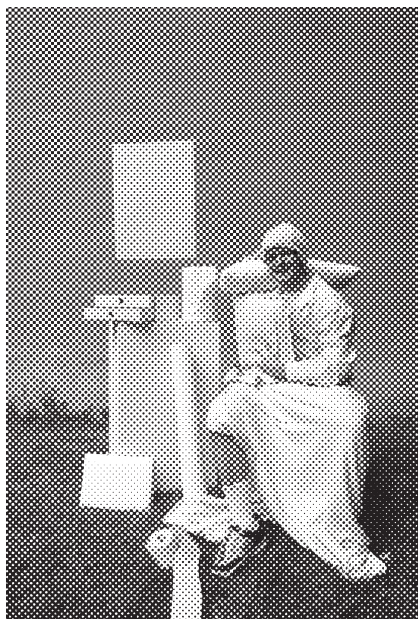
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi/45°/Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



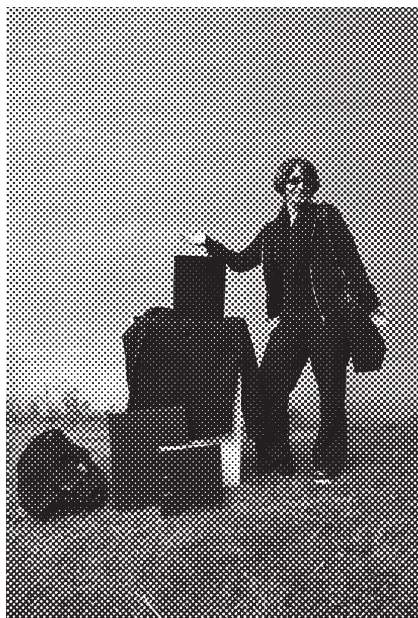
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Half-tone Screen 40lpi / 45° / Round



Adobe RGB (1998)



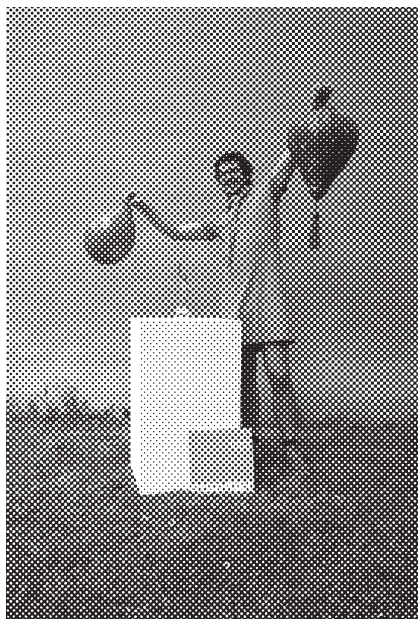
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Half-tone Screen 40lpi / 45° / Round



Adobe RGB (1998)



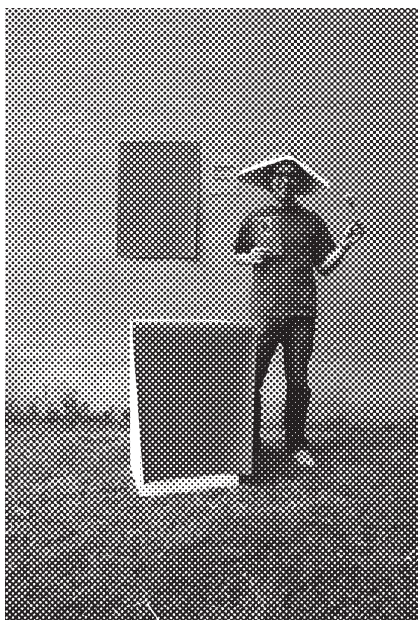
sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round



Adobe RGB (1998)



sRGB IEC61966-2.1



CMYK (Euroscale Coated v2)



Greyscale



Halftone Screen 40lpi / 45° / Round

My plan for the workshop is to investigate the visible and tangible parameters of graphic design — type specimens, halftone screens and, in particular, colour tests and calibration charts — and make a book of our own self-produced tests which we will send to print on Friday afternoon using the online print-on-demand system Lulu <www.lulu.com/de>. The book project will therefore act as a colour/type/pattern test of the very system with which it is produced. “Print-on-demand” is an increasingly important production system which can serve to make us designers rethink the impact our profession has on the environment and to question the often wasteful print volumes and production methods requested of us by our clients. Graphic designers, and especially students, have a chance to use and subvert these relatively new (and fairly cheap) technological systems to our advantage.

Lulu.com is a print-on-demand self-publishing site and online retailer based in the US with local operations in the UK, France, Italy, Spain, Germany and the Netherlands. I have been curious for some time about how the system might work in terms of print quality, binding and distribution. But rather than make a test book for myself, which I had originally planned, I thought it would be much more interesting to make Darmstadt graphic design students do all the work for me!

The site’s publishing and file preparation instructions seem unnecessarily complicated to me, so part of our project might be to critically judge these instructions and see if part of our test book might provide a much simpler “How To” set of directions from a graphic designer’s perspective.

Any book produced on Lulu can also be offered for sale: perfect for individuals to make fanzines or self-published books without the need for a publisher or traditional bookshop/newsstand network. In our case, the colour test book we produce should be an extremely useful document for other graphic designers and students to order online and then use to analyse the possibilities of print-on-demand.

I make the hopeful assumption that book orders are printed and dispatched locally depending on the reader's location: US readers would receive a local version of our German-designed book printed and dispatched from Lulu US; British orders would print just outside London, etc. This is another sustainability-related part of the system we can all investigate and test.

Summary

- — Exploration of various empirical parameters of graphic design: type specimens, halftone screens, colour calibration, etc.
- — Design and production of colour/type/pattern tests to form the content of book project to be output with Lulu.com
- — Critical appraisal of Lulu.com's document preparation and uploading/publishing instructions
- — Submission of a completed book to print on Friday afternoon, for delivery next week (as few or as many copies as we want)

Note

The tests we produce may take any form that students deem appropriate: we might scan existing colour charts (or even just bits of paper, cloth, leaves, etc.); typeset our own type specimen sheets; use tests from other technologies (photocopiers? scanners?) or perhaps even set up an elaborate colour calibration still-life set to be photographed.

Pre-Workshop Preparation

01

Collect as many examples of test patterns, colour swatches/ calibration charts, printer/scanner tests, offset calibration sheets, halftone screens, security patterns, type specimens, etc. that you can find and bring along to the workshop on Thursday. We're looking for the kind of materials

which test the tangible boundaries of graphic design: legibility, colour, reproduction, etc.

02

Visit <www.lulu.com/de> and familiarise yourself with the system. Read through the various print-on-demand instructions, FAQs, available book formats, technical requirements, etc. Look at everything with a critical eye and bring your thoughts on Thursday. Ideally, part of our Test Book could be to create a much clearer set of production/uploading/printing instructions than Lulu currently offers. Think about the various formats, paper stocks and printing options offered on Lulu and what kind of book (or books) we might

make as the outcome of our workshop. If you have already used, or discover during your research, other print-on-demand companies, keep note of this and bring to the discussion on Thursday. Maybe we can test these other companies too and make a print-on-demand battle.

Schedule

Thurs AM

- — *Pop Culture Colour Theory*
(lecture)
- — Discussion of collected
colour/type/etc. tests
- — Critique and group
investigation of Lulu.com

Thurs PM

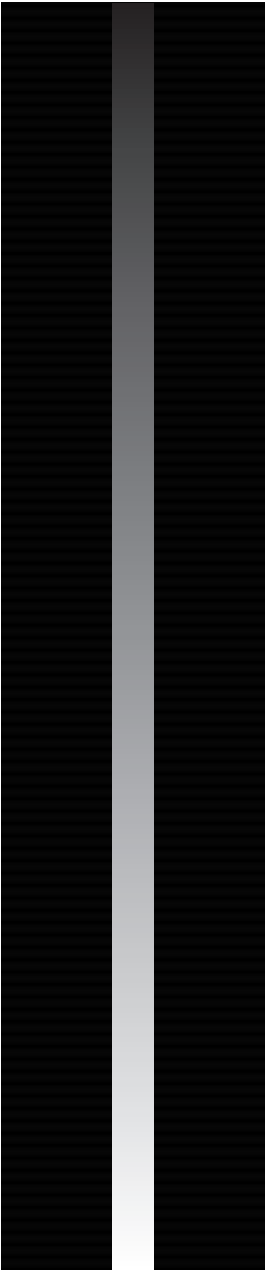
- — Production of various tests for the book
-

Fri AM

- — Finish production of tests
- — Decide book format
- — Collate tests
- — Set up book document

Fri PM

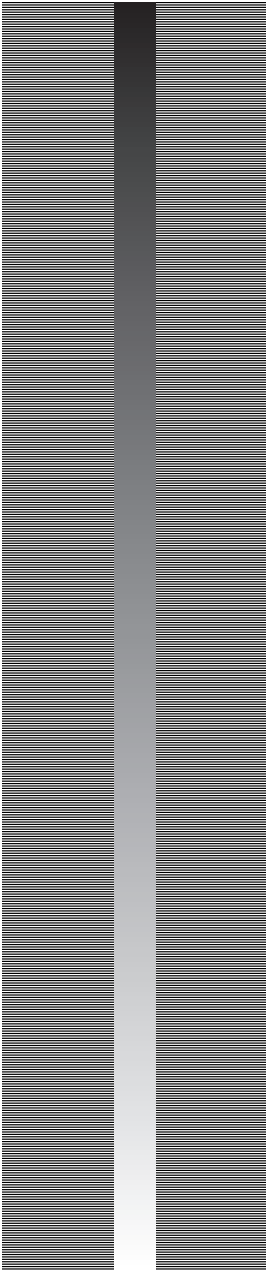
- — Group critique of book document
 - — Last adjustments
 - — Upload to Lulu.com
 - — Press PRINT!
-



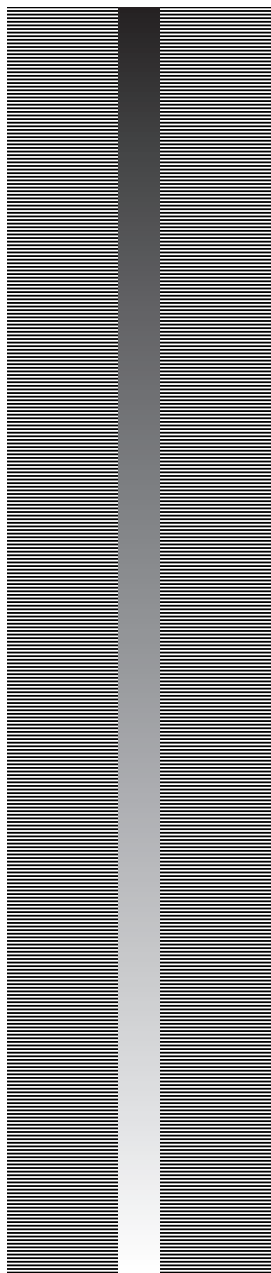
50% grey, 0,1 pt



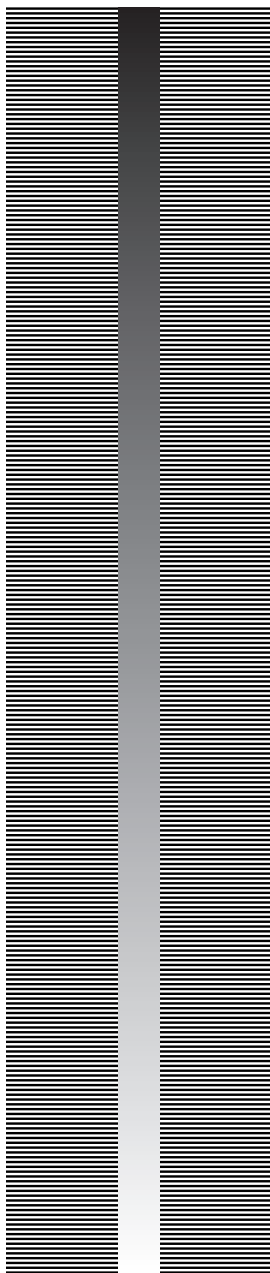
50% grey, 0,2 pt



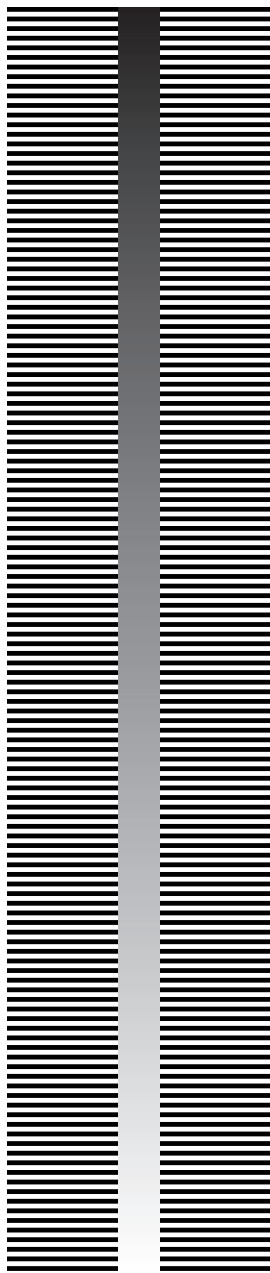
50% grey, 0,5 pt



50% grey, 0,75 pt



50% grey, 1 pt



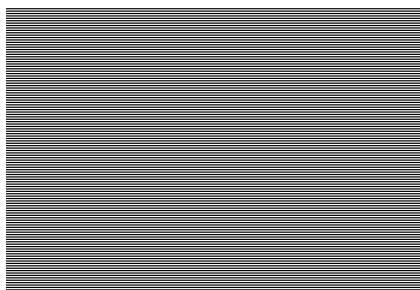
50% grey, 2 pt



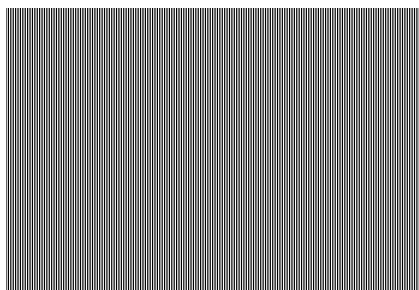
50% rich black, 0,2 pt horizontal



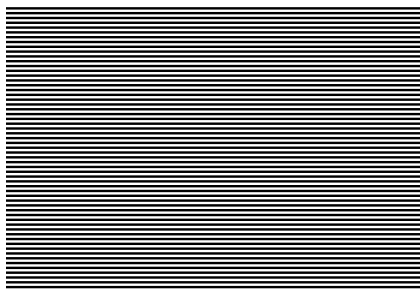
50% rich black, 0,2 pt vertical



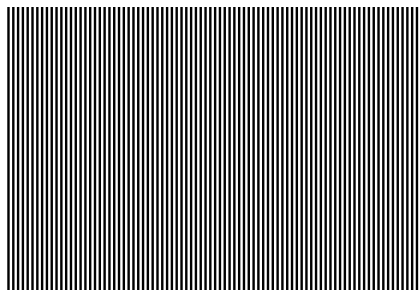
50% rich black, 0,5 pt horizontal



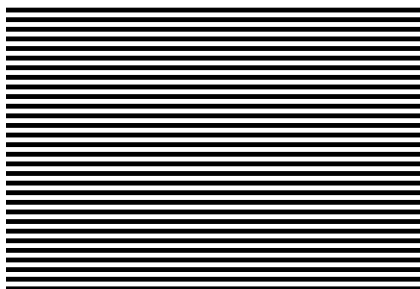
50% rich black, 0,5 pt vertical



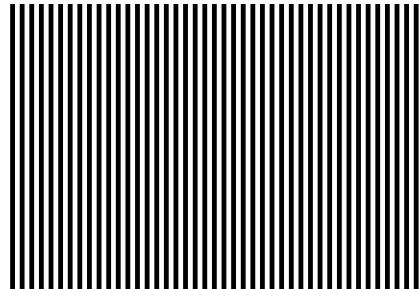
50% rich black, 1 pt horizontal



50% rich black, 1 pt vertical



50% rich black, 2 pt horizontal



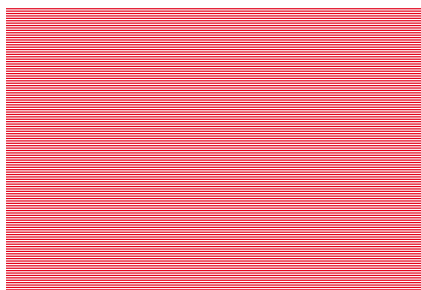
50% rich black, 2 pt vertical



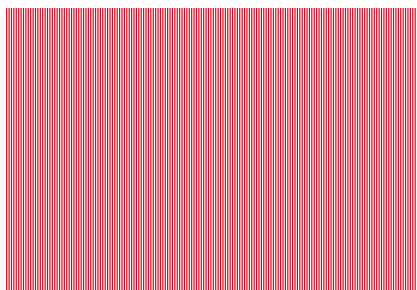
50% red, 0,2 pt horizontal



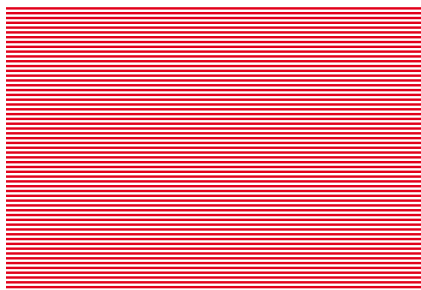
50% red, 0,2 pt vertical



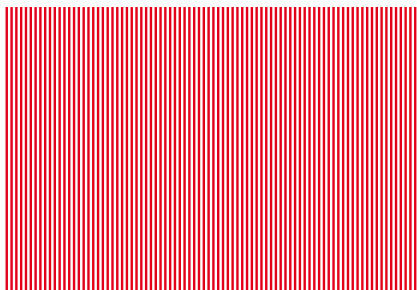
50% red, 0,5 pt horizontal



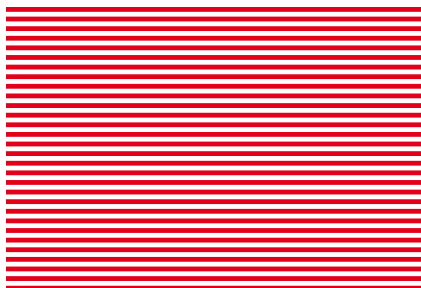
50% red, 0,5 pt vertical



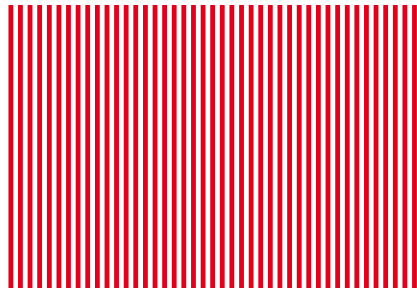
50% red, 1 pt horizontal



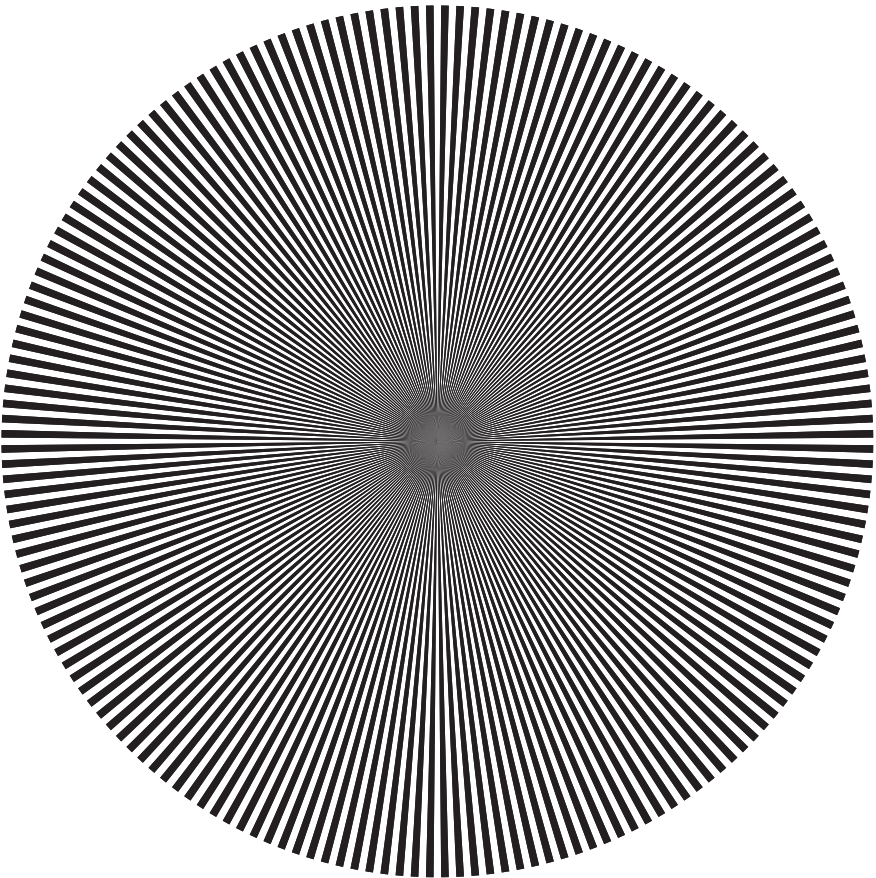
50% red, 1 pt vertical



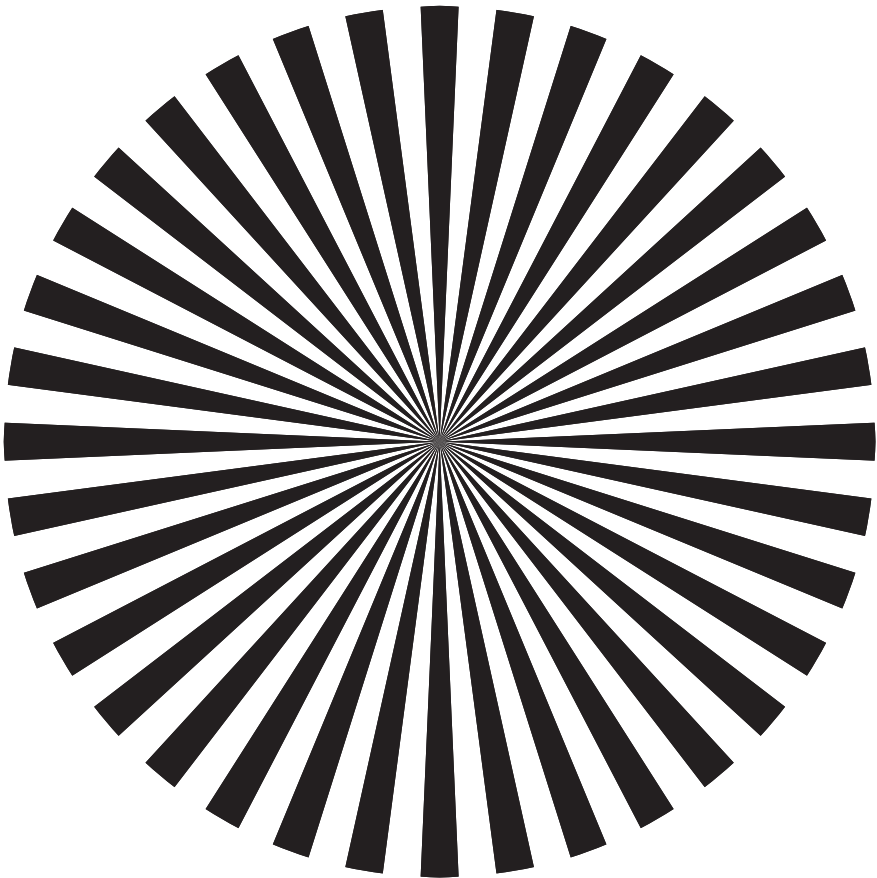
50% red, 2 pt horizontal



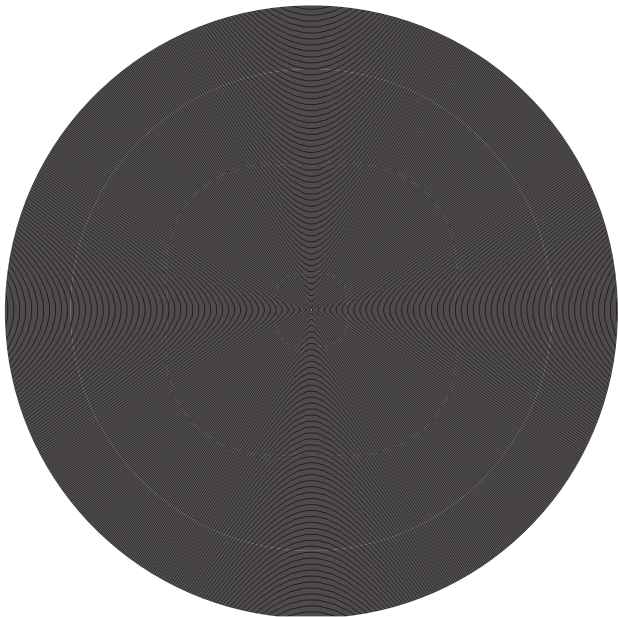
50% red, 2 pt vertical



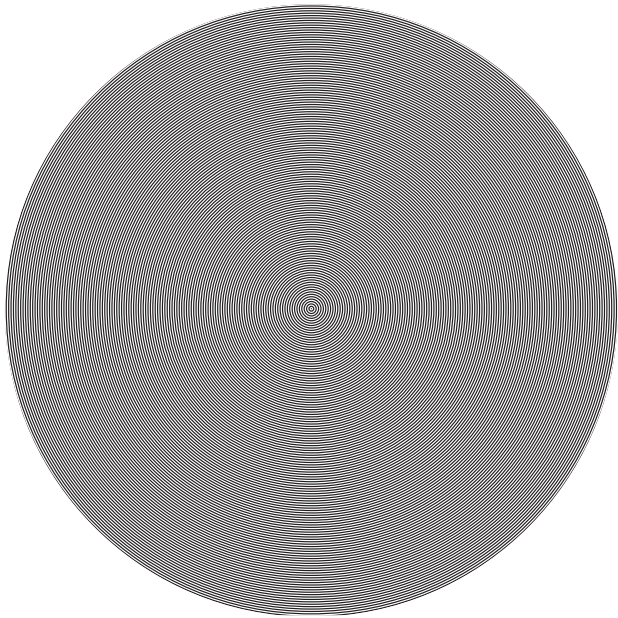
Division by one degree



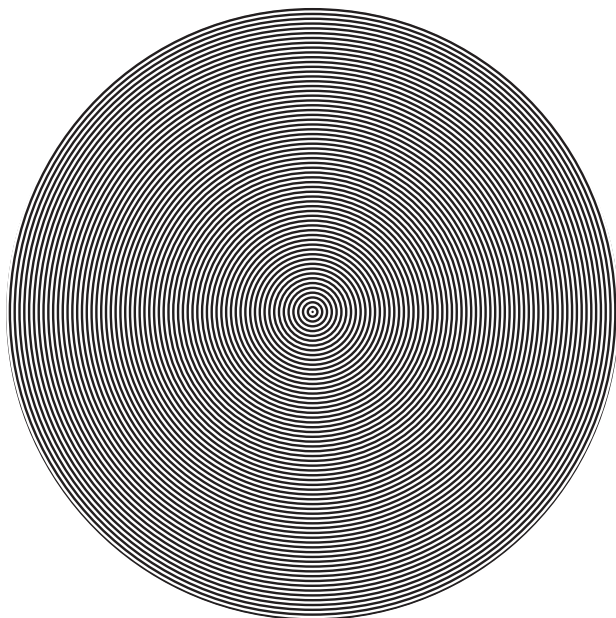
Division by five degrees



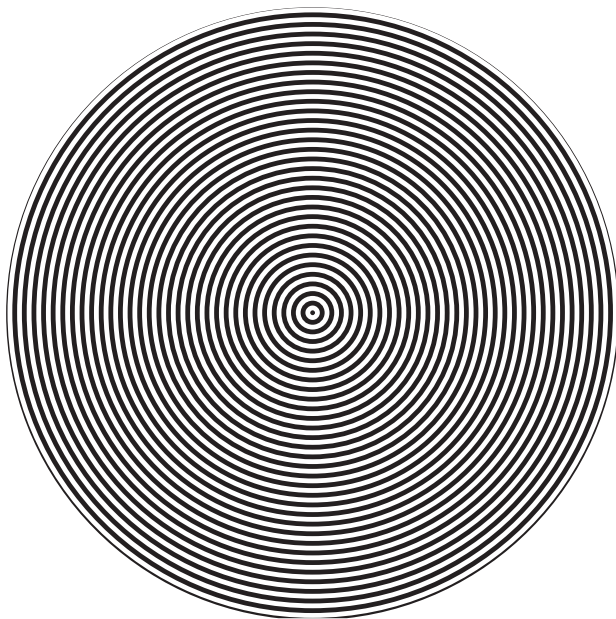
50% grey, 0,25 pt



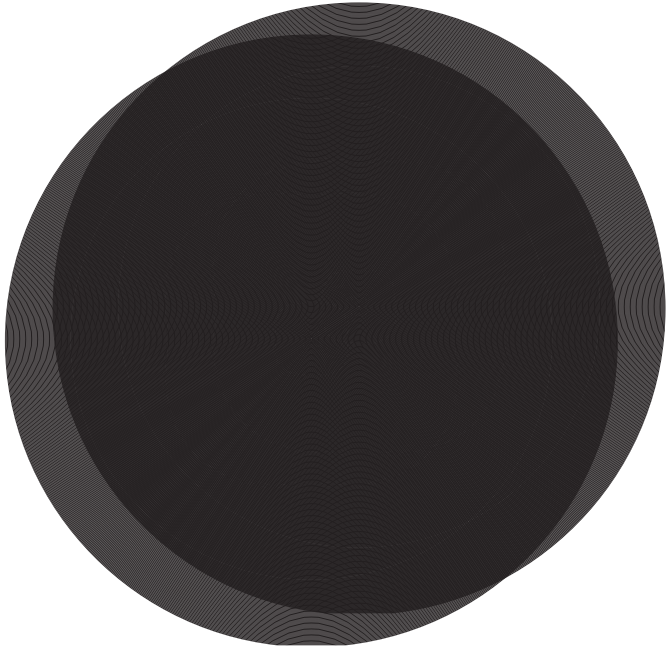
50% grey, 0,5 pt



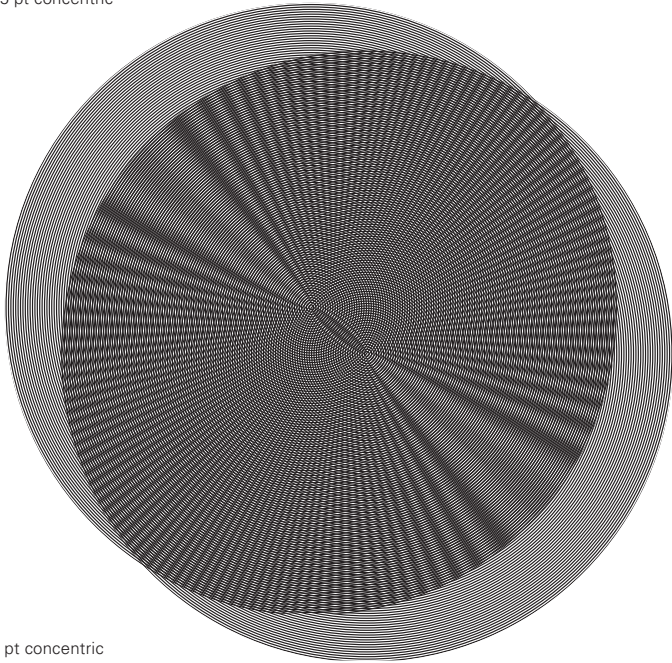
50% grey, 1 pt



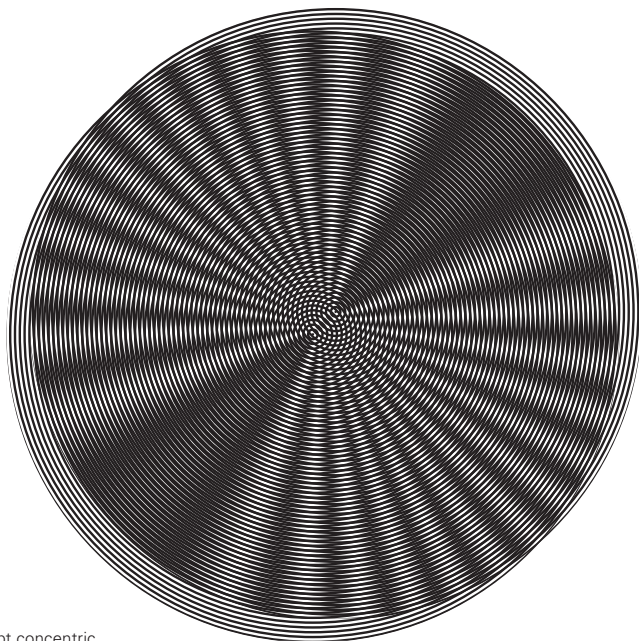
50% grey, 2 pt



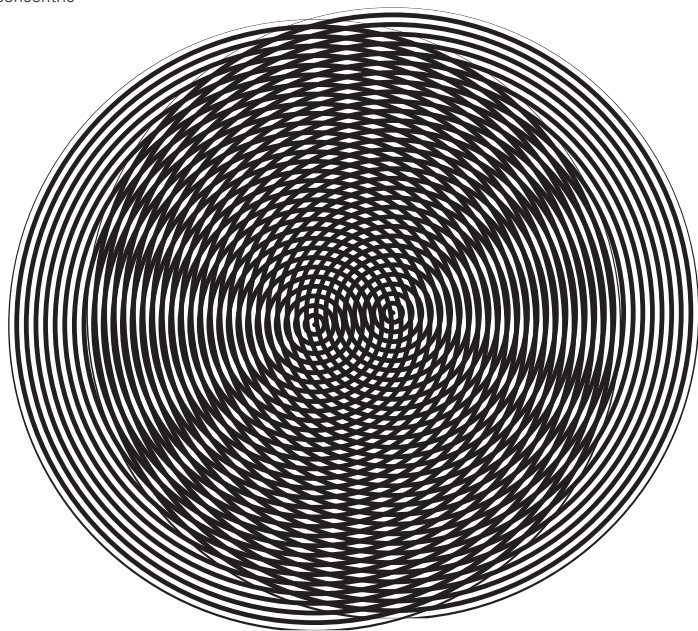
50% grey, 0,25 pt concentric



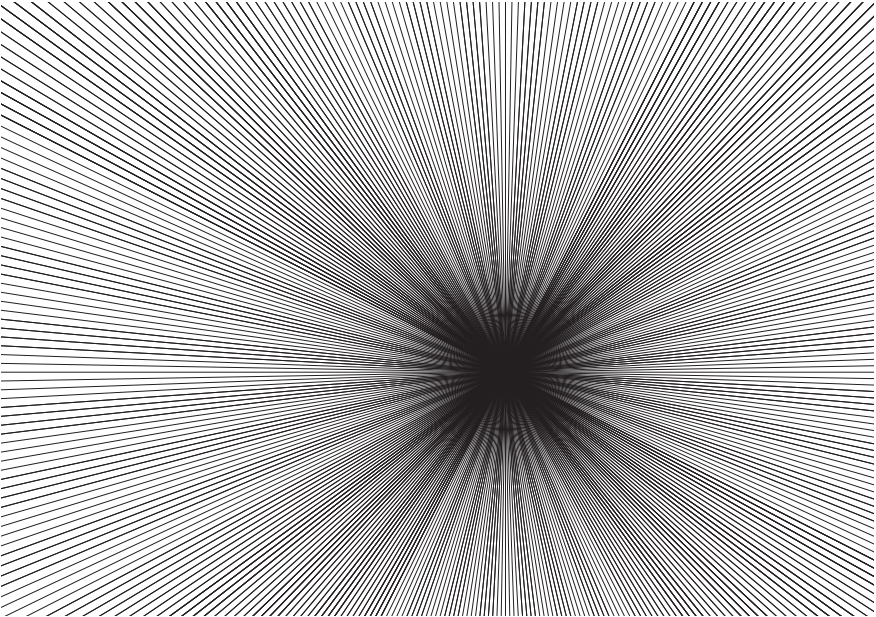
50% grey, 0,5 pt concentric



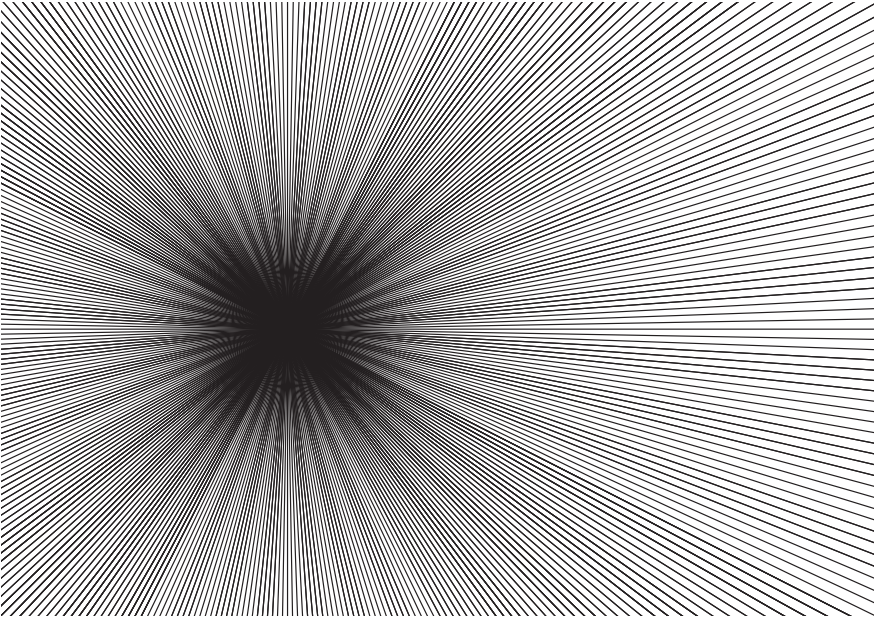
50% grey, 1 pt concentric



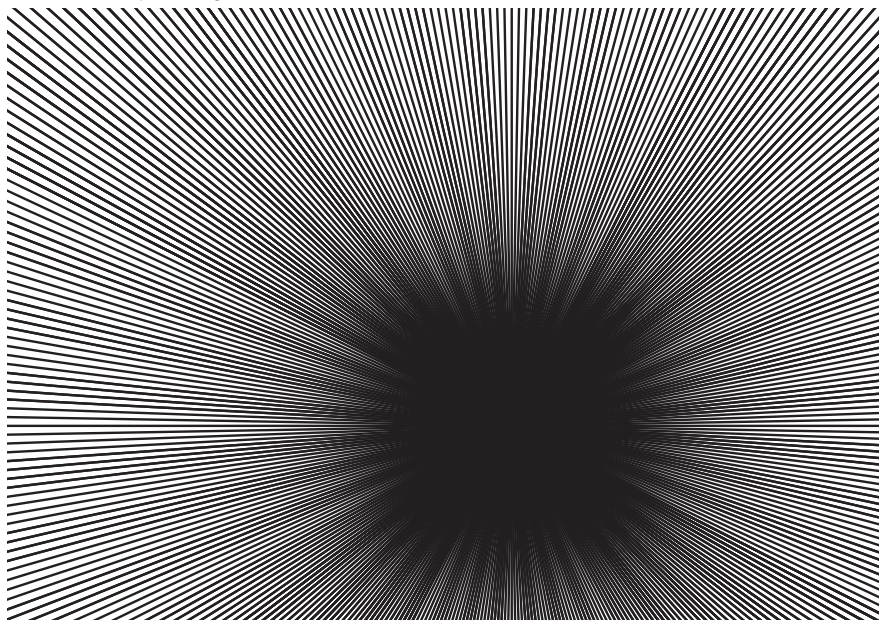
50% grey, 2 pt concentric



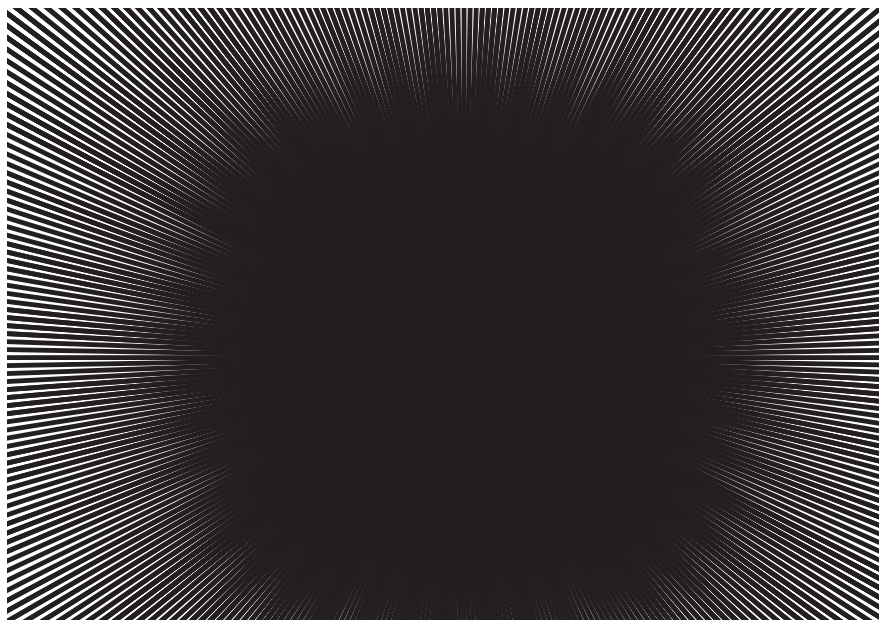
0,25 pt



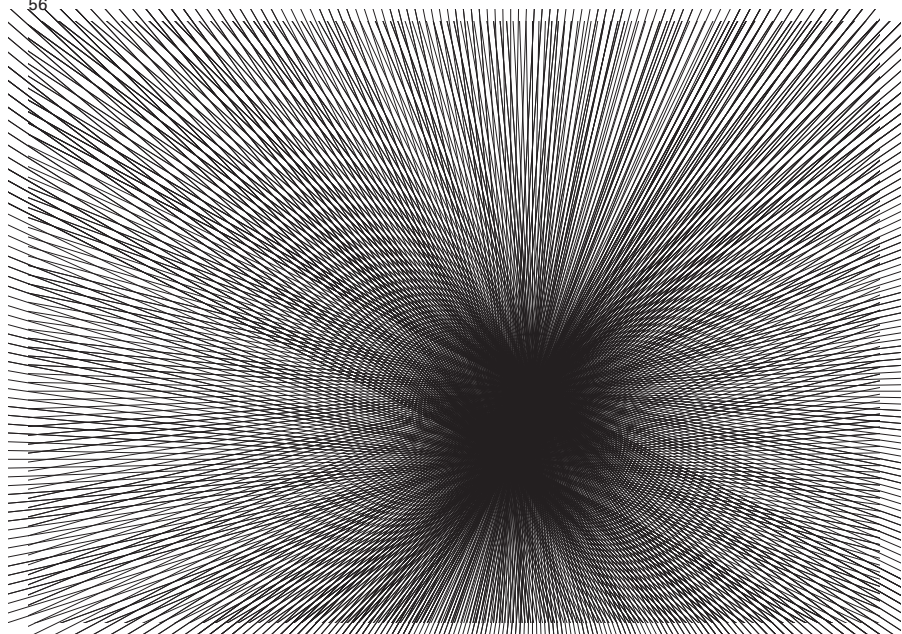
0,5 pt



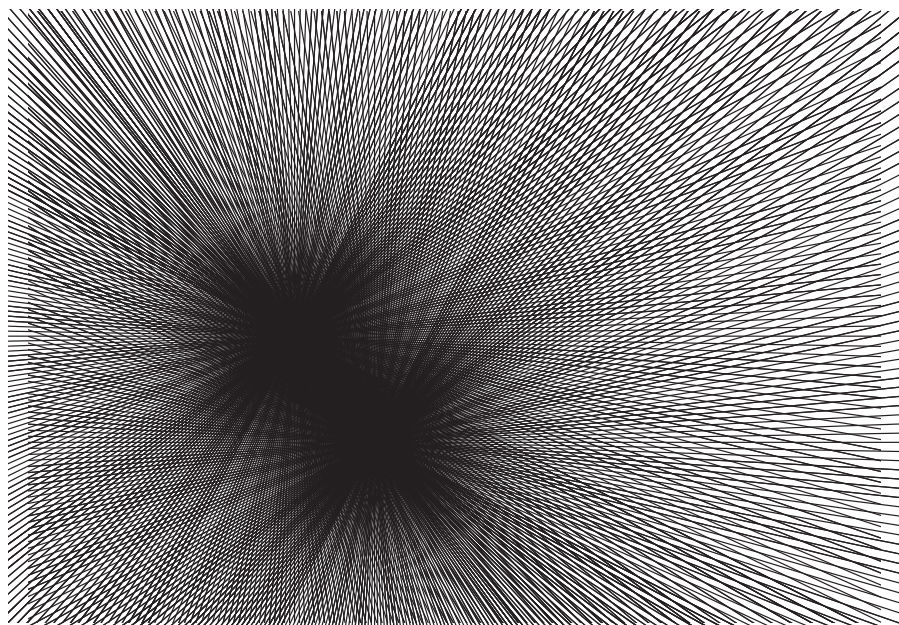
1 pt



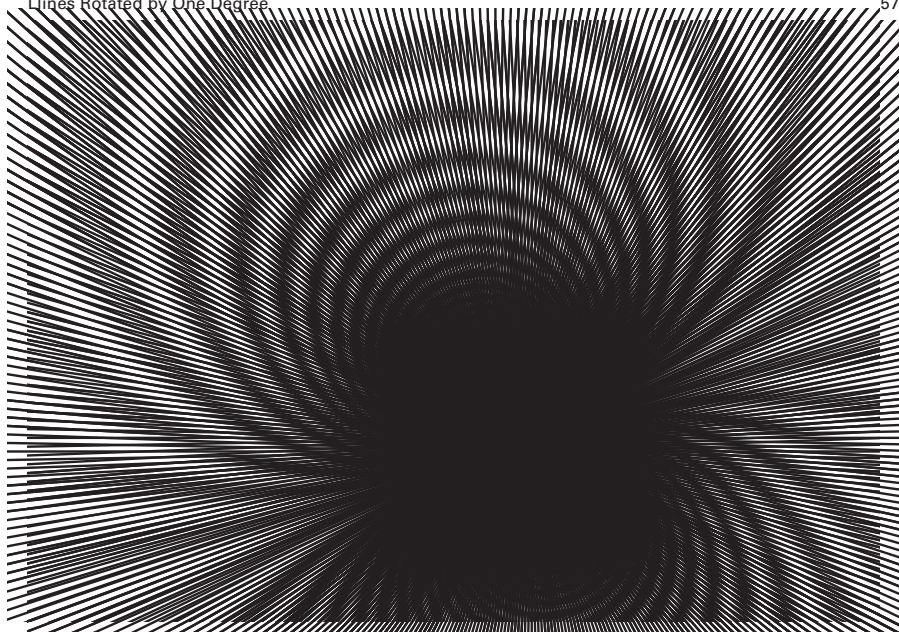
2 pt



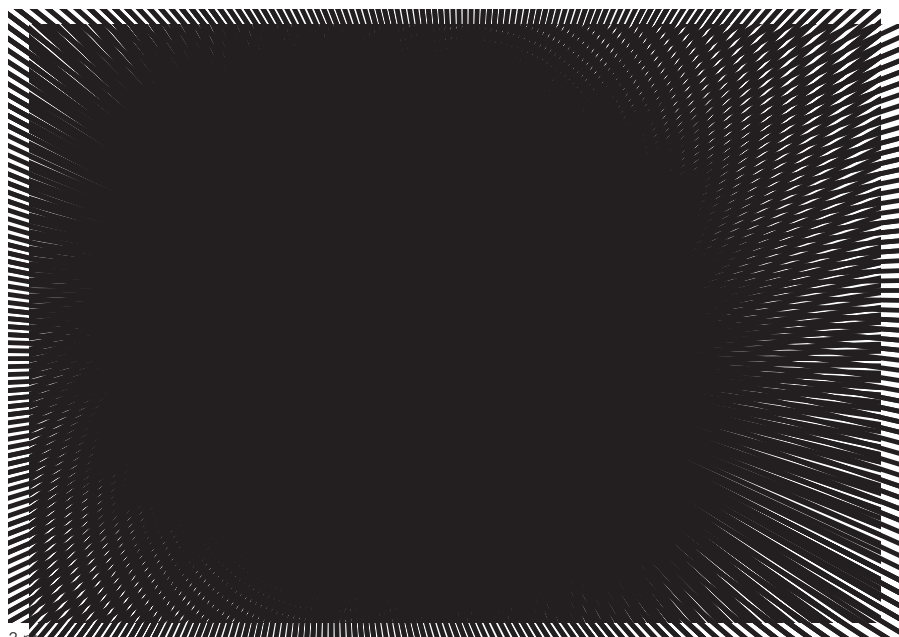
0,25 pt



0,5 pt

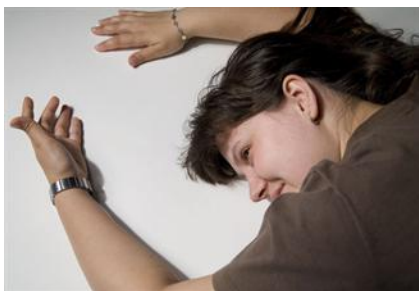


1 pt

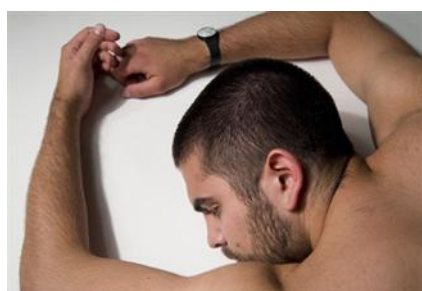
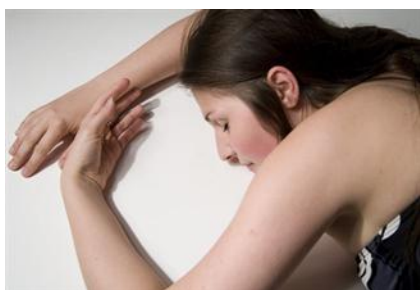


2 pt



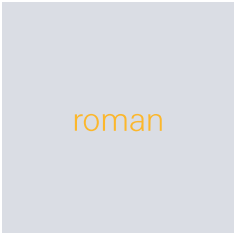
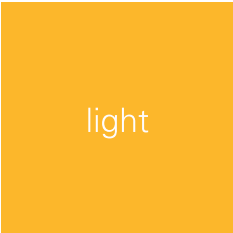
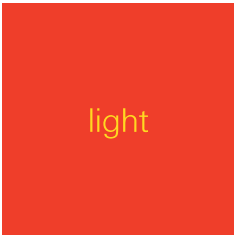
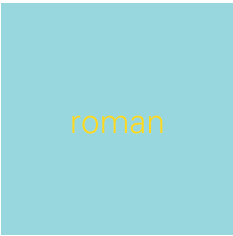












light

roman

light

roman

light

roman

RED

Focus on the Letter G for a while then look at the opposite page.
No need for a printer.

G

a gradient

is

a gradient

is

a gradient

**One word in
this sentence
is coloured
rich black.**

**Can you guess
which one?**

One word in
this sentence
is not coloured
rich black.

Can you guess
which one?

59 pt

A A A

29 pt

B B B C C C

15 pt

D D D E E E F F F

7 pt

G G G H H H I I I J J J

4 pt

K K K L L L M M M N N N O O O

2 pt

P P P Q Q Q R R R S S S T T T U U U

1 pt

V V V W W W X X X

AAA

59 pt

BBB CCC

29 pt

DDDEEFFF

15 pt

GGGHIIJJ

7 pt

KKKLMMMMNOOO

4 pt

PPPPPPPPPPPPPP

2 pt

TTTTTTTTTTTTTT

1 pt



824 pt

59 pt

F F Y Y

29 pt

O O U U C C

15 pt

A A N N T T R R

7 pt

E E A A D D T T H H I

4 pt

S S C C H H O O O O S S E E A

2 pt

1 pt



Age Group	No (%)	Yes (%)	Don't know (%)
18-24	85	10	5
25-34	75	75	5
35-44	65	65	15
45-54	55	55	15
55-64	45	45	10
65+	15	10	75

59 pt

FF YY

29 pt

O O U U C C

15 pt

A A N N T T R R

7 pt

4 pt

2 pt

1 pt

59 pt

I I

29 pt

T T R R

15 pt

Y Y T T O O

7 pt

D D I I S S A A

4 pt

P P P P E E A A R R

2 pt

O O X X T T W W F F F F F

1 pt

.

I I

59 pt

T T R R

29 pt

Y Y T T O O

15 pt

D D I I S S A A

7 pt

p p P P E E A A R R

4 pt

o o x x w w w w f f f

2 pt

a a a a a a a a

1 pt

[illegible]

Type Size Type Size
Type Size
Type Size
Type Size
Type Size Type Size
Type Size
Type Size
Type Size

Type Size Type Size
Type Size
Type Size
Type Size
Type Size
Type Size
Type Size
Type Size

Type Size

Type Size

Type Size Type Size Type Size Type Size Type Size Type Size Type Size Type Size

[illegible]

Type Size Type Size
Type Size Type Size
Type Size Type Size
Type Size Type Size
Type Size Type Size
Type Size Type Size
Type Size Type Size

Type Size

Type Size

Type Size

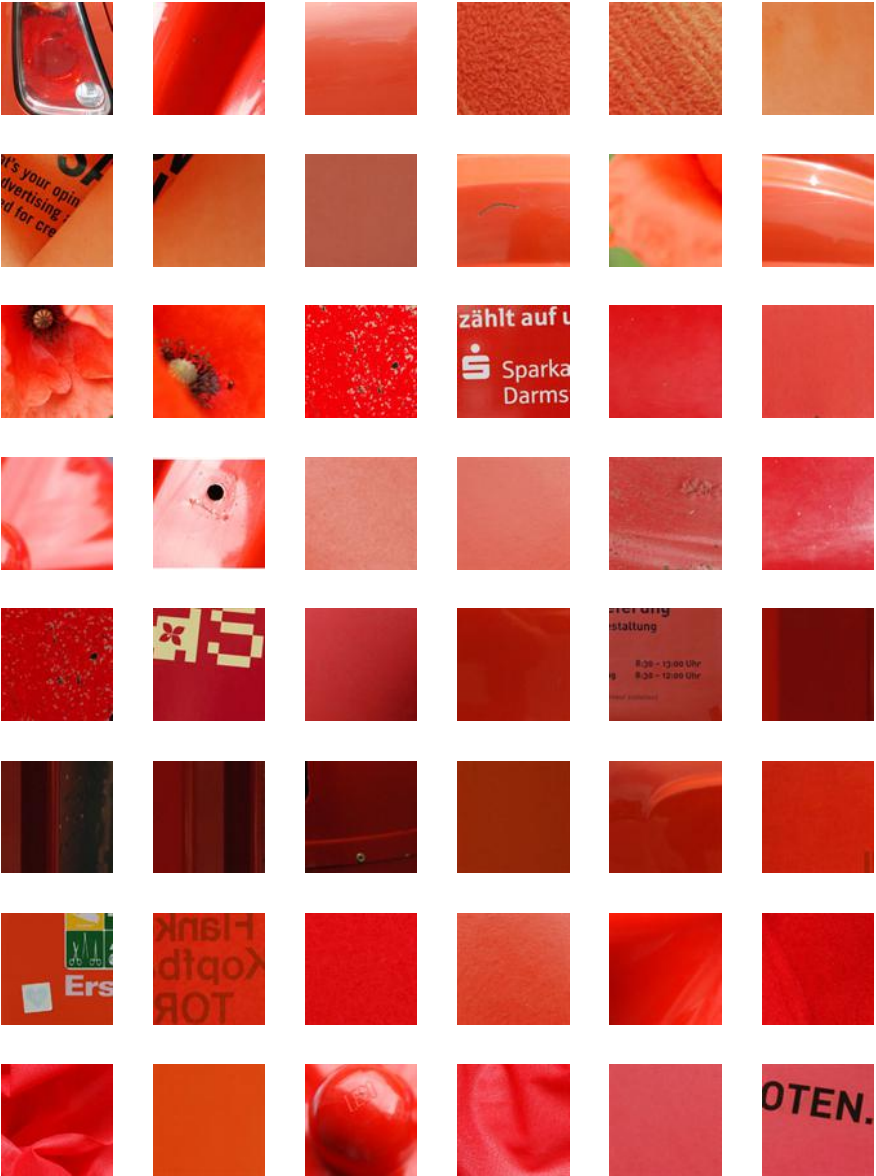
Type Size

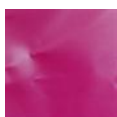
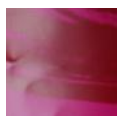
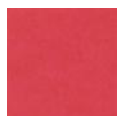
Type Size Type Size
Type Size
Type Size
Type Size
Type Size Type Size
Type Size
Type Size
Type Size

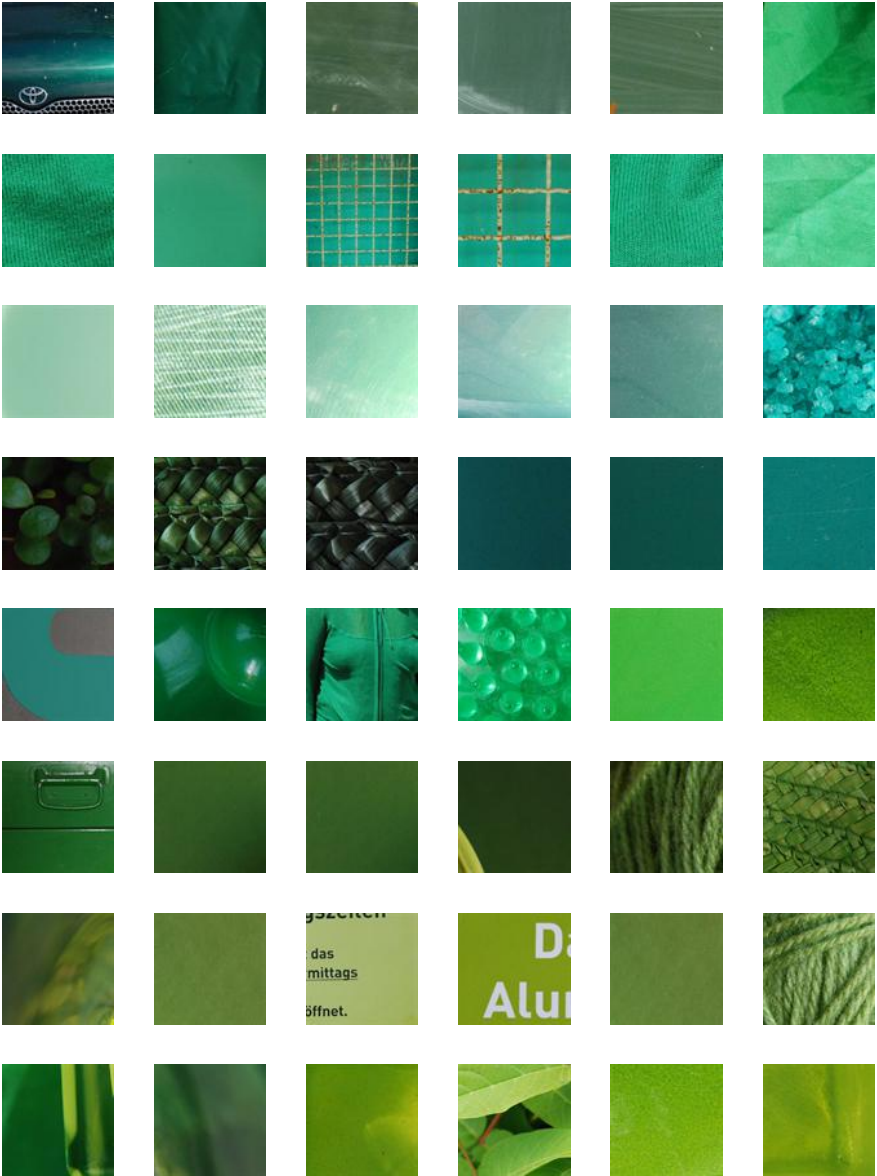
Type Size Type Size Type Size Type Size Type Size Type Size Type Size Type Size

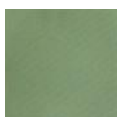
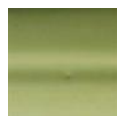
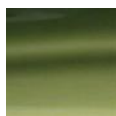
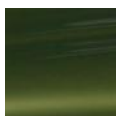
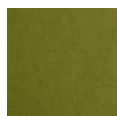
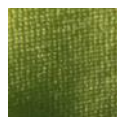
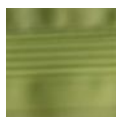
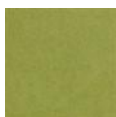
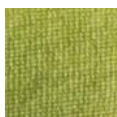
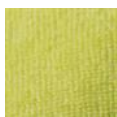
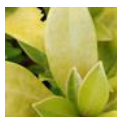
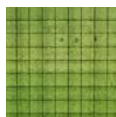
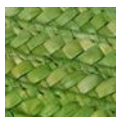
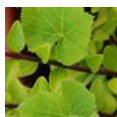
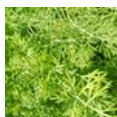
Type Size Type Size
Type Size
Type Size
Type Size
Type Size
Type Size
Type Size
Type Size

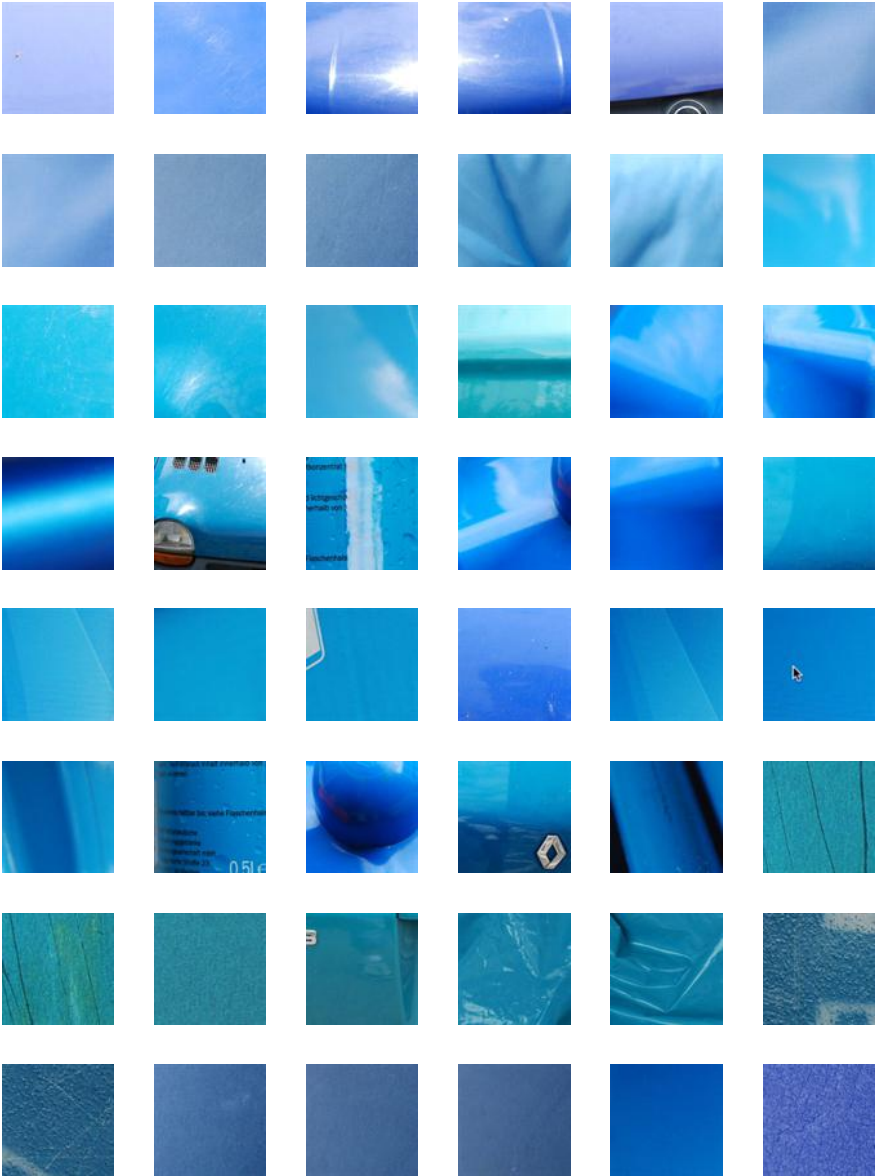
Type Size Type Size
Type Size
Type Size
Type Size
Type Size
Type Size Type Size
Type Size
Type Size
Type Size

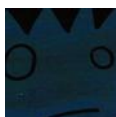
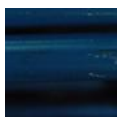


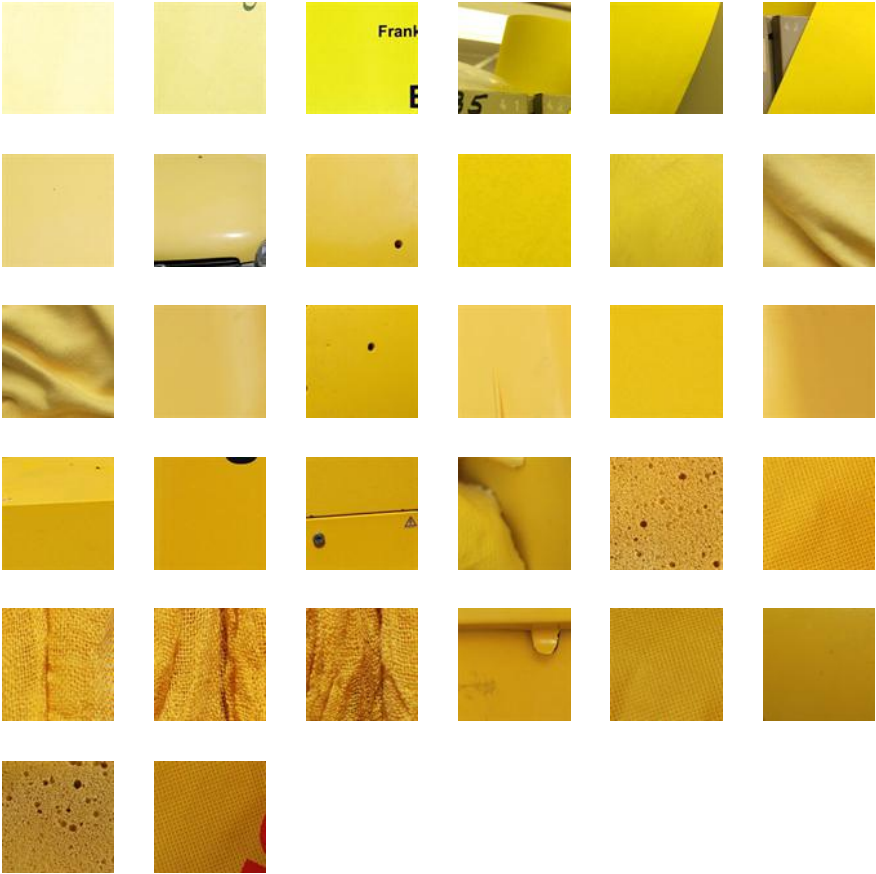


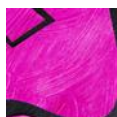
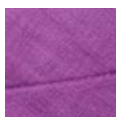
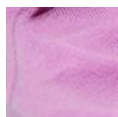
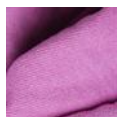
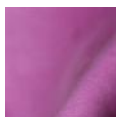
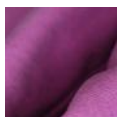
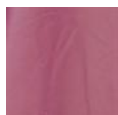
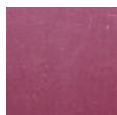
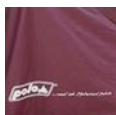
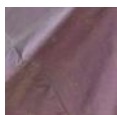
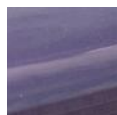












133.35 × 209.55 mm



mm



PRO

WANNABE

AMATEUR

ROOKIE

GREENHORN



IDIOT



DRUNK

ON THE EDGE

IN THE GOITER



IN THE CLOUTIER



▲ GOOD CUT

■ x 66.675, y 104.612 mm



Adobe RGB (1998)

Publication reduced in scale by 90% from the original 100% scale. MagCloud is a registered trademark of MagCloud Ltd.