

PDF - PRINT EXPERIMENTATION ON DIFFERENT SURFACES WITH DIFFERENT MEDIUM -

researchcub.info **PREFACE**

Printing itself is as old as man, and it has been used to achieve great things in the advertising industry. Printing is one of the medium which information is passed to the audience and in that case it could stand out as a major means of advertising. Prints couldn't result in so many forms with the use of too many different approaches, one could use monoprints, the screen – prints, the line prints, the wood print, machine print etc.

In this report, the printing itself has been tested on different surfaces and different materials too and using different printing methods.

This report created an opportunity of having the knowledge of the results of different types of prints on different types of surfaces especially using different printing methods or technique.

One has to understand from this report the best/easy way to approach printing and the best surface and materials to use.

This report shows the materials and technique used in achieving all the tests carried out this project and it will also resolve the best material surface and method used to obtain the best print.

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CHAPTER ONE

INTRODUCTION

The only viable means by which any manufacturer or producer could effectively project and maintain the standard of his products or services' patronage and awareness is by effective and continuous awareness or

advertisement.

This awareness is what stimulates the attention of the public and then gets them attracted to your products or services. This awareness does not only tell the public that the products and services are there but it provides arranged information of the benefits any consumer of such goods or services is bound to receive. Advertising however gives the public the knowledge of the advantages and the desirable qualities of products or services available to them.

It could be said that the sole aim of advertising is to persuade, convince and attract the attention of the public to a particular product and this in turn leads to patronage.

In awareness creation for products or services, considerations should be given to the “target audience”, that is the category of people that the products are meant for, the location of the people, the people’s belief, their culture and customs. When these points are properly considered then the awareness could be centered effectively.

There are so many ways of advertising, amongs the numerous ways are through the electronic media and the print media. With these layout, we can find out that complete effective advertising involves a high degree of creativity.

As we shall be discussing the printing aspect of advertising, it will be fine to let people know that for any good print of information for advertising or awareness, the print must possess some lay down qualities.

(a) It must be able to inform: it should be capable of telling the viewer about the product, creating the awareness to the viewer about the existence.

(b) It must be able to educate: it should be able to educate the viewer of what benefit the product could be to the user/consumer and where the advertised products could be found or located. It must also be capable of convincing the public that the said product ‘A’ is better than products ‘B’, ‘C’ and so on.

(c) It must be entertaining: this is referred to the aesthetic value of the entire advert package, the way

The artist has managed to arrange his printed advert, this aspect is very important because the way the printed advert looks may as well influence the patronage of the products/services positively or negatively, the motivation an individual by looking at a poster may gear up his feelings and the action may lead to the purchase of the product advertised and consequently creating demand for that product.

1.1 BACKGROUND HISTORY

Printing especially the screen printing process was invented in the seventeenth (17th) century by some *ya – ya – zon*. But the process of printing with silk screen became popular in the mid 20th century when the artist began to exploit the process in a number of ways and techniques. And today it has become the most versatile of all known printing processes in advertising. Screen printing is a stencil process whereby ink is forced by the pressure of a squeegee, through the open areas of a stencil attached to a stretched fine meshed fabric. It will always print easily on any flat surface paper, plastic or glass screen are semi liquid, strongly coloured and opaque to give a maximum colour value.

1.2 STATEMENT OF THE PROBLEM

Most Business enterprises and their likes has failed and lost focuses as a result of poor rendition of advertisement, this means that the power of advertising and promotional strategies is being neglected, so many enterprises has hit the rock due to the present trend of bad economy this is the situation where an enterprise cannot afford to give all that it takes to reach to the required standard in advertising and it is

through this advertising principles that the growth of the business is founded upon.

1.3 AIMS AND OBJECTIVES

This project report is basically focussed on testing printing on different surfaces and materials using different methods of printing techniques like the screen prints, Block prints and stencil print. This is meant to find out their effects on different kinds of papers and fabric. One oath to know that there must be a very significant difference between a print through scree on a fabric and a screen print on a paper, this is the same with block prints and stencil. All the same, the type of ink used in achieving a good print using screen method cannot be the same with the ink which achieve a good print using block print or stencil method.

Another aim is to provide knowledge to people concerned with advertising the best approach to printing, this will enable people to know the like of the result of what they wish to achieve even before they engage in the said work.

In general this is attempted to make work easy for any advertiser and students of arts in this institution. Just the way there is colour chart for paint industries and companies, the project intend to have a chart/album for easy approach and study.

1.4 SCOPE OF THE PROJECT

On the course of print making, there are different kinds of ink for different kinds of materials no matter the printing method or approach adopted. When one choses to print on rubber, plastics or glasses he has no need using textile/ test fast ink, rather the use of PVC, is suitable for the mentioned materials.

Tests could be carried out on numerous items or materials but I have limited my test just on few common material;s on which daily activities rest upon. Such as

- (1) Papers of different sorts,
- (2) Rubber / synthetic materials
- (3) Textile materials of different sorts.

However, this test could go further on materials such like plastic, metal, glasses, wood, and leather and even on ceramic wares, these materials yield positively to prints especially when the best printing method is used with the best ink for each of the items.

1.5 DEFINITION OF TERMINOLOGIES

1. Silk Screen – cloth made of fine silk and specially used for screen printing, it is the material that colours pass through to perform the print.
2. Squeegee – This is a thin flat rubber with a wood handley used in forcing or pressing down colours through the silk mesh.
3. Dark room – This is a room with a very low or with lowest intensity of light that is suitable and use in exposing materials sensitive to light like films,
4. Frames – This is a wooden bar joint together to form square or rectangular shape fit to carry the silk mesh.
5. Registration – This is the impact on materials as images in the position they supposed to fall upon.
6. PVC – An oil – based printing ink suitable for prints on synthetic materials.
7. Texfast – Water – based textile ink suitable for textile materials like cotton.
8. Kerosine – It is a petroleum product which is highly inflammable and it is a bond breaker, used in dissolving printing ink.
9. Printing – The act of reproducing an already made desing manually or mechanically with the use of

chemicals and ink.

10. Roller – This is a rubber moulded bar shape, used in spreading the printing ink evenly on the surface of the material carrying the negative image.

11. Gorges – gorges are sharp metals cut to different sizes and shapes with handles, it is used in cutting out the unwanted areas of a wood or lino – leum during print making.

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