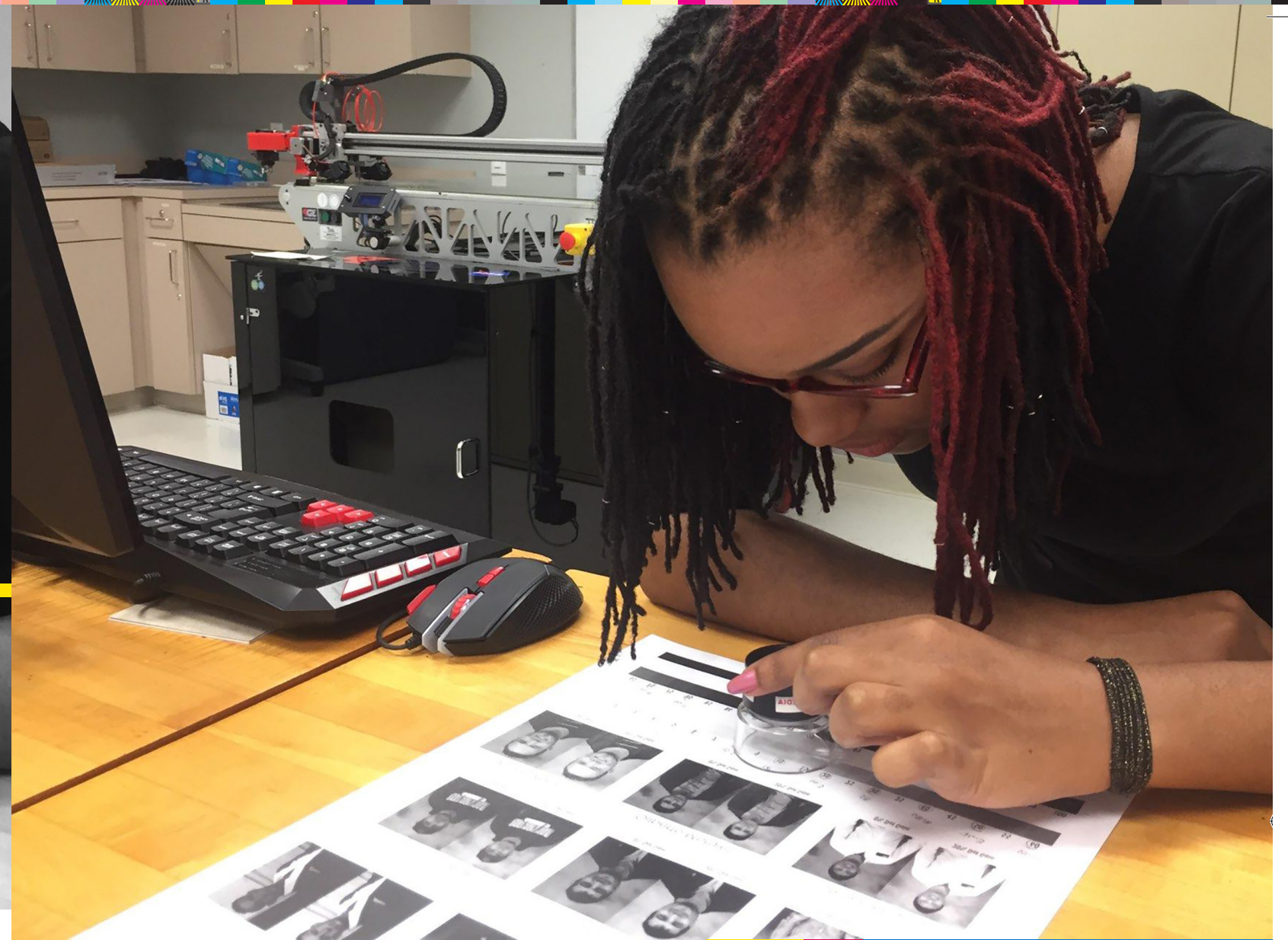


No Dot Gain

Custom Dot Gain (Jeannie)



CAITBRAND

- Graphic Design
- Website Design
- Website Development
 - Photography
- Branding Material
- Business Management



Caitlyn Easter

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Newsletter



*Hi, I'm Caithyn.
I design for you.*

I am a 27 year old media specialist. I have over 10 years of experience with coding, scripts, programming and front-end design development. With an Associates in Management, I am currently pursuing a Bachelor's in Digital Media to focus on business-oriented website development and multimedia design.

When I am not designing, I enjoy other hobbies such as needlework, nail art, photography, and cosmetology.

I got into design when I was about eleven years old. I loved the idea of creating and expressing myself. I taught myself how to create websites and graphics.

I love making vector graphics best because they never lose quality and I can always go back and edit them later. Some of my vector files are many years old!

Why
hello
there

Graphic Processing Production Control

For the custom dot gain assignment, we first took a look at a densitometer which measures black density in numbers. To work the tool, first we calibrated it to a white area. Then we placed the lens over different color ranges on our print out for Wall-E starting with 10% density. The number we got for each square was recorded above the square. We also recorded our numbers for the Jeanie printer printout.

Back in the work lab, we used these numbers to create a custom dot curve. By clicking Edit > Color and under Settings Custom Dot we entered the values we got for the 6-90. Since the desired number values resemble a curve, I did not move some of the points on the curve to straighten it out. I named my custom curve setting after myself and the printer I used. I took a screenshot of the curve settings to use in my final print.



Custom Dot Gain Assignment

After clicking OK, I then clicked save to save the file for other images. I applied these setting to the images of myself and my classmates. In InDesign, I use two images of each person: One with no dot gain, and the other with custom dot gain. As with the other assignments, I incorporated my brand into the design and set the InDesign file as a pdf ready to print.

For this project we updated a previously created business card and imposed it for printing, paying careful attention to the process control requirements and protocols needed to ensure that the cards are printed and finished (cut) accurately.

We utilized the Generate QR Code function in InDesign to create a unique QR code that links to my personal contact information when scanned; then we imposed the completed card on a supplied template utilizing the Step and Repeat function to create a grid of 3 columns and 7 rows of cards in preparation for printing on 12x18 paper.

After imposition, the document was Exported to PdfX3 for printing. We had to pay very close attention to control protocols at this point, making sure that the View Pdf after Export is checked, along with ALL Printers Marks and Use Document Bleed Settings in Bleed and Slug.

After carefully proofing the Pdf to confirm that all control mechanisms were in place for the remaining stages of production, the file was sent to Wall-E, a Xerox Work center 7970 laser printer.



Business Card Assignment



Image used with permission of Liliana Aguilar



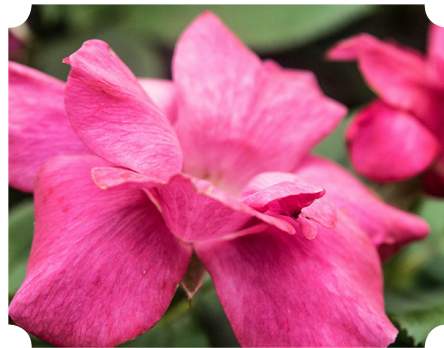
When people ask me what I do, I feel like it is a loaded question. In short: I do it all! I like the process of creating and being creative. I enjoy it so much, when I was 13, I decided that this is what I wanted to do when I “grow up.”

So, here I am now, many years later, and I can still say I love what I do. When I was 16, I created my first website. And that got me into branding and marketing. Design, branding, and marketing all go hand in hand. As a business it is crucial that all three of these things mirror the exact same thing you want for your business.

I have recently been able to add Photographer to my list of qualities. Photography has become such a joy to learn, and I am glad that I have been able to develop that skill as well.

Photography

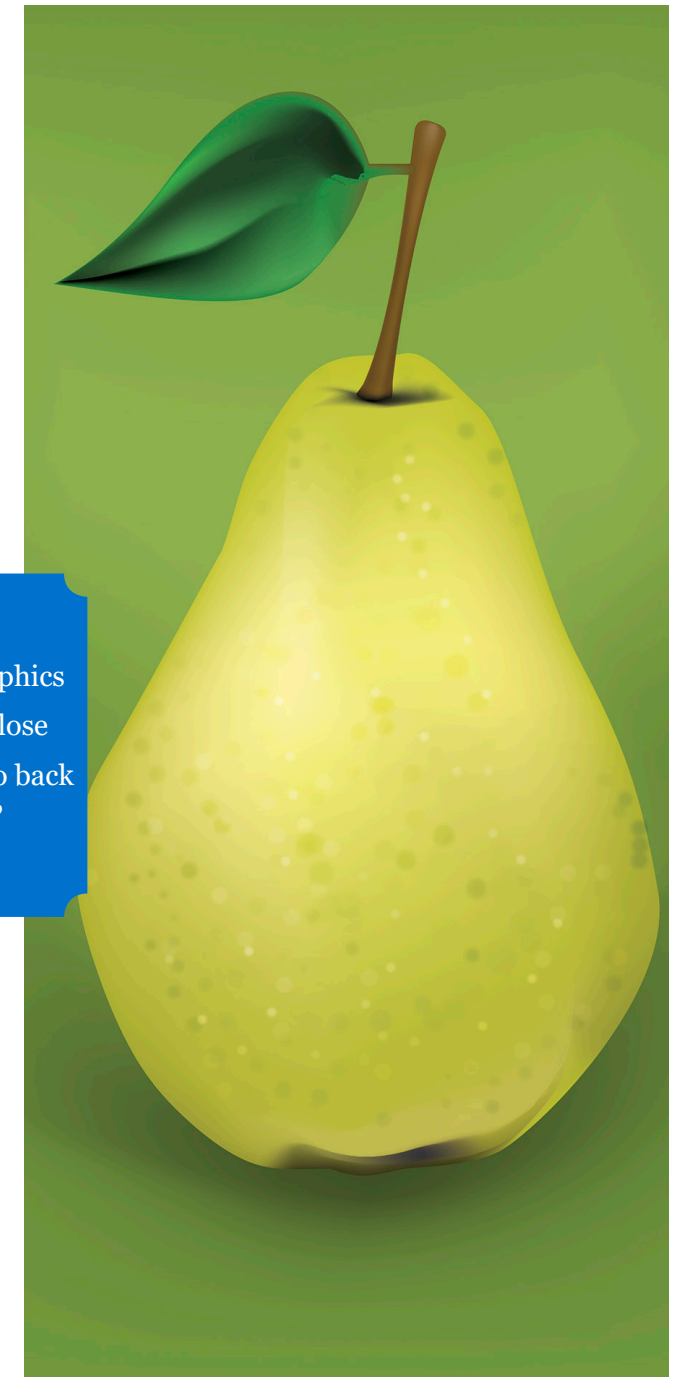
Graphic Design: Vectors



“Photography has become such a joy [...]”



“I love making vector graphics best because they never lose quality and I can always go back and edit them later.”



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