

R·I·T School of Print Media
Understanding the Gravure
Process & Exploring Career
Opportunities in Gravure Industries



Gravure Research @ RIT 2011 Report

March 31, 2011
Bob Chung, Professor

Gravure Research Professorship

- The appointment
 - By Dean Joan Stone in Feb. 2004
 - Serving third 3-year term
 - Extended to June 2013 by Interim Dean Frank Cost
- Objectives
 - Enhance gravure curriculum through research and scholarship
 - Heighten gravure career awareness among students

2010-11 Update

- Curriculum development
 - Combine gravure process course and flexo process course into a semester-based package printing course
- Thesis advising
 - Printing process control
 - Color management
 - International standards

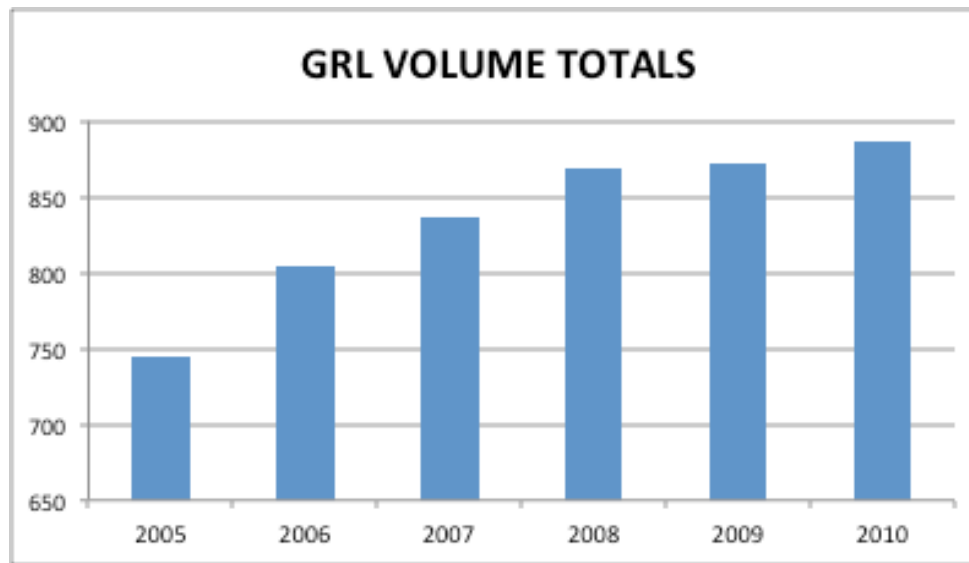
2010-11 Update

- Research & publications
 - PSA certification
 - TAGA paper on ‘Substrate Correction in ISO 12647-2’ (Chung & Tian)
 - Test Targets 10
 - PIC publications
 - Printing Standards, A 2010 Survey Report (Chung & Jensen)
 - Statistical analysis of PSA survey printing data base (Chung & Chen)
 - Statistical analysis of G7 Master data base (Chung & Wang)



2010-11 Update

- Howard Flint Gravure Research Library
 - Searchable collection -- <http://library.rit.edu/>
 - Total physical volume (2011): 886



2010-11 Update

- Standards & certification development
 - IDEAlliance
 - Print Properties
 - CGATS
 - Representing RIT and GAA
 - ISO TC130
 - WG3 (printing standards) Expert
 - WG13 (printing certification requirements) Convenor

2010-11 Update

- Gravure Day -- *What Drives Print Global?*

Time	Topic / Event
8:00 – 8:30	Arrival; Continental breakfast; A/V Set-up
8:30 – 8:45	Welcome Dr. Patricia Sorce / Administrative Chair, SPM
8:45 – 9:00	Gravure@RIT Update Professor Bob Chung / SPM
9:00 – 9:45	Graphic Arts Data Exchange Standards Mr. David McDowell / RIT Visiting Scholar and Standards Consultant
9:45 – 10:30	ISO Standards & Print Globalization Mr. Elie Khoury / CEO, KEE Consultants and Alwan Colour Expertise
10:30 – 10:45	Break
10:45 – 11:30	Standards In Consumer Facing Packaging – Enabling Efficiency & Globalization Mr. Robert Eller / RIT Visiting Scholar
11:30 – 12:15	Gravure Education Foundation – What It Can Do For You Mr. Michael Green / VP, North America Sales, Flint Group
12:15 – 14:00	Luncheon / Survey & Door Prizes Gravure Day Remarks – Interim Dean Fran Cost / CIAS

- *Content generators*
Advertisers
Publishers
Individuals
- *Media technology advancement*
Graphic engineering
Standardization

Acknowledgments

- Administration
 - Dr. Patricia Sorce
 - Interim Dean Frank Cost
 - Lisa DeRomanis
- Speakers
 - Mr. David McDowell
 - Mr. Elie Khoury
 - Mr. Robert Eller
 - Mr. Mike Green
- Students
 - Chia-Huei Yen
 - Pierre Urbain
 - Yi Wang
 - Carlos Soto

Thank you for your attention.

Q&A