

## Introduction

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*Test Targets* was first created to use in my teaching six years ago and has been under my tutelage all these years. It is my pleasure to provide you with an overview of what *Test Targets* is all about.

### Test Targets Serves RIT's Print Curriculum

*Test Targets* is a culmination of teaching and learning that reflects quality and analytic aspects of printing systems and their optimization. The creation of the *Test Targets* publication is a total experience that reflects the innovation, problem solving, and teamwork of the diverse team of faculty, staff, students, and professionals responsible for its contents and production.

*Test Targets* holds a unique position within the RIT community because it marks both the outcome of curriculum and collaboration as well as the starting point of new learning and research as it plays a role in the coursework and collaborative research to follow. The technical content of the publication is referenced regularly in undergraduate and graduate classes focused on print and production and image quality. The production of the annual publication is discussed as a case study in coursework focused on workflow and project planning.

The publication also serves as a connector between curricula and communities, both inside and outside of RIT. The RIT library, Wallace Memorial Library, preserves archived copies of the publication in its Digital Media Library for the general RIT population to access. Hardcopies of the publication are distributed directly to a growing number of scholars and professionals in the field. The increased access to *Test Targets* has fostered new dialogues and spurred conversations on topics of new learning, research, and opportunity.

### Balancing Between Change and Tradition

With the presidential election coming up in 2008, we frequently hear candidates talking about 'change' vs. 'more of the same.' Given that change is essential, change itself does not always lead to better outcome. On the other hand, 'more of the same' or 'tradition' is not necessarily a bad thing. 'Change' or 'more of the same' also frequently surfaced when contemplating what to include in *Test Targets 7.0*. Let us take a quick look at what we have in this edition.

*Test Targets 7.0* contains three broad sections: Articles, Gallery of Visual Interest (GVI), and Test Forms. Professor Wuhui Liu, a visiting scholar from Wuhan University, reported the color stability of an Epson inkjet printer. I wrote a paper on how to implement process color printing by colorimetry. Together, Professor Liu, Fred Hsu, and I wrote a paper on achieving color agreement using different color adjustment methods. Arvind Karthikeyan assessed the 30-inch Apple Cinema Display monitor against ISO 12646 standards as a softproofing device. Steve Suffoletto examined metrics for gray balance or neutrality determination in the pressroom.

Continuing on the notion of innovation and change, Franz Sigg describes how increasing local image contrast can enhance the quality of newsprint, which is a low or limited contrast printing system. In addition, he describes how to generate a custom test wedge in the form of an EPS file using a Microsoft Excel template that he has developed. The test wedge generator will be made available at the RIT URL for the Color Management Systems Lab: <http://www.rit.edu/~gravure/CMS2007/>.

The Gallery of Visual Interest, or GVI, has always been the most visual and talked about section of *Test Targets*. To be visually interesting requires that we seek new ideas and attempt new technologies that would make print media exciting. In this issue, we explored the synergy between graphic design and print with the idea of folded panels. The folded panel idea came to my attention when I visited Professor Tommie Nyström of Linköping University in Sweden. Produced by digital presses, the Folded panels not only provide extra 'real estate' for printed matter, but also support graphic design and communication in an interesting manner. In addition, this edition of GVI showcases different screening and gloss features available from the NexPress digital press. In short, we took an innovative approach in seeking changes while preserving the value of *Test Targets*.

We have kept the Test Forms section very much the same as in previous editions. After all, Test Forms is a collection of test elements with known properties. They are designed to analyze specific behaviors of imaging devices. For example, IT8.7/4 characterization target is a printer-profiling target. It is only useful when the target is used as originally defined.

### Moving Towards a Stronger Team with Greater Industry Collaboration

School of Print Media (SPM) and Printing Applications Laboratory (PAL) are two administrative units at RIT. The former focuses on credit-bearing college education. The latter focuses on non-credit industry training and materials testing. The intellectual challenge of content creation and do-it-right-the-first-time challenge of print production have melded the two units and created a strong bond over the years for the production of *Test Targets*.

Looking ahead, it is desirable to form a joint group between SPM and PAL that meets regularly to steer the *Test Targets* direction, to attract students into the project, and to provide resources and support in its development and production. By having a stronger team, we can be more aggressive in setting agenda and in instilling a more rigorous peer review process. While industry assistance grows with every issue of *Test Targets*, such an organized approach would be a win-win situation for all entities involved, students, supporters, and *Test Targets*.

### Acknowledgments

I appreciate very much the collaboration between student, faculty, and staff who have given their time and energy to conduct experiments, collect data, and document major findings as well as those who are diligently involved in the design and production of the publication. My kudos go to every author in the

publication. If *Test Targets 7.0* has a life, their contribution is the blood. I also want to thank Dr. Patricia Sorce, my chairperson, for her continuous encouragement and financial support of this project.

On the design side, a kudo goes to Drake Yang for his cover and other graphic design and a kudo goes to Matt Rees for his page layout design. On the editorial side, a special thank-you goes to Edline Chun for her final editing of all texts. On the production side, a big thank-you goes to Sri Hemanth Prakhya for his pagination and 'traffic' control. Sri and Sunchut Jongcharoensiri also assisted me with the layout in the GVI section. On the quality control side, I want to recognize Franz Sigg and Fred Hsu for their extraordinary efforts in making the digital-to-print production workflow accurate and complete.

The PAL staff, under the leadership of Bill Garno, gave birth to *Test Targets 7.0* with the cover printed by the Heidelberg sheet-fed press, body printed by Goss Sunday 2000 web offset, and GVI printed by Kodak NexPress. Barb Giordano coordinated the production schedule, including its binding and finishing by the Riverside Group. We documented each of the three printing conditions in the *Press Run Organizers*.

Dr. H.T. Tai of Eastman Kodak Company, a long-time friend of mine, supported us with not only the screening technologies in the production of the GVI, but also with valuable advice in the production of the panoramic images with gloss features. He is truly a godsend.

I always appreciate the support of many companies who donated materials or technologies that made the publication possible. Among them, Eric Johnson of NewPage Corporation provided paper; Jason Clark of Superior Printing Inks Corporation provided spot color inks; Kelly VandenBosch of X-Rite, Inc. provided us the iSis spectro-densitometer; Bob McCurdy of GTI Graphic Technology, Inc. provided the softproofing and hardcopy viewing station; Brian Rooney of Pantone, Inc. provided a complete set of the color swatch library; Elie Khoury of Alwan Color Expertise provided the link profiler; and Olaf Druemmer of Callas Software GmbH provided the color management plug-in in Adobe Acrobat.

## **In Closing**

*Test Targets 7.0* serves RIT's print curricular needs. *Test Targets 7.0* is a reflection of our collaboration between academe and industry. We would like to hear your comments regarding how we are doing. Please send your e-mail messages to Bob Chung at [rycpr@rit.edu](mailto:rycpr@rit.edu).