

Printing, colour, design

historical perspectives

Trykkteknologi, farge, design

historiske perspektiv

Thursday, 31 August 2017

A one-day workshop organised by the Department of Design and the Norwegian Colour and Visual Computing Laboratory at the Norwegian University of Science and Technology (NTNU).
Location: Lecture room K113 (entrance through the A-building at the NTNU Gjøvik campus)

Torsdag, 31. august 2017

En én-dags workshop arrangert av Institutt for design og Norsk laboratorium for farge og visuell prosessering ved Norges teknisk-naturvitenskapelige universitet (NTNU).
Sted: Auditorium K113 (inngang via A-bygget på NTNUs Gjøvik-campus)

A broadly conceived, content-rich one-day workshop which looks at the history of the major traditional printing techniques (relief, intaglio, planographic, and screen), how the different printing techniques have used (and permitted the use of) colour, and how the different techniques have influenced design solutions and visual communication via both text and image.

En bredt anlagt, innholdsrik én-dags workshop med et historisk blikk på de tradisjonelle trykkmetodene (høytrykk, dyptrykk, plantrykk og serigrافي), hvordan de ulike trykkmetodene har brukt (og innbydd til bruk av) farger, og hvordan de ulike trykkmetodene har påvirket designløsninger og visuell kommunikasjon av både tekst og bilde.

PROGRAMME

09.30–10.15 *Elizabeth Savage*: Relief and intaglio colour printing techniques before the 19th century [C15–18 / 15.–18. årh.]

Coffee/refreshments

10.30–11.30 *Michael Twyman*: Chromolithography [C19 / 19. årh.]

Coffee/refreshments

11.45–12.30 *Sven Erik Skarsbø*: Advances in 20th-century offset printing technology (presented in Norwegian) [C20–21 / 20.–21. årh.]

LUNCH

13.30–14.15 *Michael Twyman*: Industrial photogravure: its influence on design [C20 / 20. årh.]

Coffee/refreshments

14.30–15.15 *Stephen Hoskins*: A history of screen printing [C20 / 20. årh.]

Coffee/refreshments

15.30–16.15 *Abhay Sharma*: Colour management for printing [C21 / 21. årh.]

Coffee/refreshments

16.30–18.00 A presentation and guided tour of the Norwegian Colour and Visual Computing Laboratory

DINNER (optional)

Dr **Elizabeth Savage** is British Academy Postdoctoral Fellow and Lecturer in book history and communications at the School of Advanced Study, University of London, and a By-Fellow at Churchill College, University of Cambridge. Her list of publications includes *Printing colour 1400–1700: history, techniques, functions and receptions*, co-edited with Ad Stijnman (2015). Her forthcoming books include the monograph *Vivid prints: colour printmaking and the transformation of visual information in early modern Europe*. She is a committee member of the Printing Historical Society.

Dr **Michael Twyman** is Emeritus Professor of Typography & Graphic Communication at the University of Reading. His list of publications includes over a dozen books, among them: *Printing 1770–1970* (1970; 1998), *Lithography 1800–1850* (1970), *Early lithographed books* (1990), *Early lithographed music* (1996), *The British Library guide to printing* (1998), *Breaking the mould: the first hundred years of lithography* (2001), *Images en couleur* (2007), and *A history of chromolithography: printed colour for all* (2013). He is Vice President of the Printing Historical Society, and Honorary Director of the Centre for Ephemera Studies at the University of Reading.

Sven Erik Skarsbø is a retired Associate Professor, and one of the two founding fathers of the Norwegian Colour and Visual Computing Laboratory. His list of publications includes a text-book on current printing technology, *Trykking i den digitale tidsalder: lærebok i trykkerfaget* (2012). He has been the editor of the Norwegian printing trade journal *Aktuell Grafisk Informasjon*, and was for many years heavily involved in applied research and development for the Scandinavian printing industry.

Stephen Hoskins is a practising printmaker and Hewlett Packard Professor of Fine Print and Director of the Centre for Fine Print Research at the University of the West of England Bristol. One of his primary areas of research is the tactile surface of the printed artefact and its consequences for digital technology. His list of publications includes *Water based screen printing* (2001), *Ink* (2004), and *3D printing for artists, designers and makers* (2013). His work as a printmaker is held in many collections worldwide including the Victoria and Albert Museum and Tate Gallery. He is a council member of the Association of European Printing Museums.

Dr **Abhay Sharma** is Professor at the School of Graphic Communications Management at Ryerson University, Toronto. His list of publications includes *Understanding color management* (2003; 2017), and *Wide/grand format inkjet system evaluation* (2014).

The **Department of Design** at NTNU is the largest design department within higher education in Norway, with one unit (industrial design and interaction design) located at the Gløshaugen campus in Trondheim and one unit (graphic design and interaction design) located at the Gjøvik campus. The department offers three bachelor's degree programmes, a five-year integrated master's degree programme, two two-year international master's degree programmes, and a doctoral programme.

The **Norwegian Colour and Visual Computing Laboratory** was established in 2001, initially to serve the increasing need for colour management solutions in the printing and graphic arts industry. Since then it has become an internationally leading research and educational institution within colour imaging science.

Om du kommer fra Oslo: Med første morgentog (rute LR/R30) fra Oslo S til Gjøvik (07.02–09.00), og drosje fra Gjøvik stasjon til A-bygget på NTNU, rekker du første foredrag, som starter 09.30.

Om du kommer langveis fra, og/eller vil delta på middagen om kvelden: Quality Hotel Strand og Clarion Collection Hotel Grand ligger begge i fem minutters gangavstand fra jernbane- og rutebilstasjonen på Gjøvik, og det er en femten minutters spasertur fra begge hotellene til A-bygget på NTNUs Gjøvik-campus. Det går direktebusser mellom Gardermoen flyplass og Gjøvik (nettbuss express, rute NX15).

Påmeldingsfrist: 15. august 2017:

For påmelding eller ytterligere informasjon, kontakt:

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Pris: En egenandel per deltaker på 200 kroner, for å dekke utgifter til kaffe, forfriskninger og lunsj.

Middag: Om du ønsker å delta på middagen og sosialt samvær med foredragsholderne om kvelden betaler du 500 kroner for god mat og god drikke på restaurant Lasse Liten i Gjøvik. (Siste tog fra Gjøvik til Oslo går kl. 21.31).