Bachelor of Journalism & Mass Communication

JMC 107   Design and Graphics

UNIT III

Printing Methods

Letterpress, Cylinder, Gravure, Screen, Offset printing, Plate Making.

Letterpress

Letterpress printing is very oldest printing method. It was the normal form of printing text in the west from its invention by Johannes Gutenberg in the mid-15th century until the 19th century and remained in wide use for books and other uses until the second half of the 20th century. Letterpress printing is term for the relief printing of text and image using a press with a **type-high bed** printing press and movable type. In the 21st century, commercial Letterpress has been revived by the use of 'water-wash' photopolymer plates which are adhered to a near-type-high base to produce a relief printing surface typically from digitally-rendered art and typography.

In this printing method, there are two surface plates for printing, first for matter die and another is for blanks papers and with the help of ink roller printing is possible. In this printing process paper directly contact with printing plate surface, So it's also called as direct printing method.

Letterpress printing from raised metal type was the primary means of mass communication for over 500 years. While no longer an economically significant segment of the printing market, letterpress continues to live on for specialized commercial applications and perhaps more importantly, as the heart and soul of a wonderful a vocational world known as the private press movement. Letterpress printing mainly use to print the books, newspaper, invitation, envelopes, file cover, visiting card, letter head etc. It is also used for embossing, perforation, numbering and die cutting.

Advantage
- Letterpress printing is very useful for low budget printing project.
- It has good printing results because of direct printing method.
- The correction of any type of mistakes is possible in the last stage of printing.
- The wastage of papers is very low in this method.

Disadvantage
- It requires a big area and more time for arranging the printing.
- The speed of printing is slow, so it can not suitable for large scale printing.