THE CONCEPT OF STANDARDISATION I N OFFSET INDUSTRY

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42ND CONFERENCE OF THE IC, HOSTED BY MGUP,MOSCOW RUSSIA

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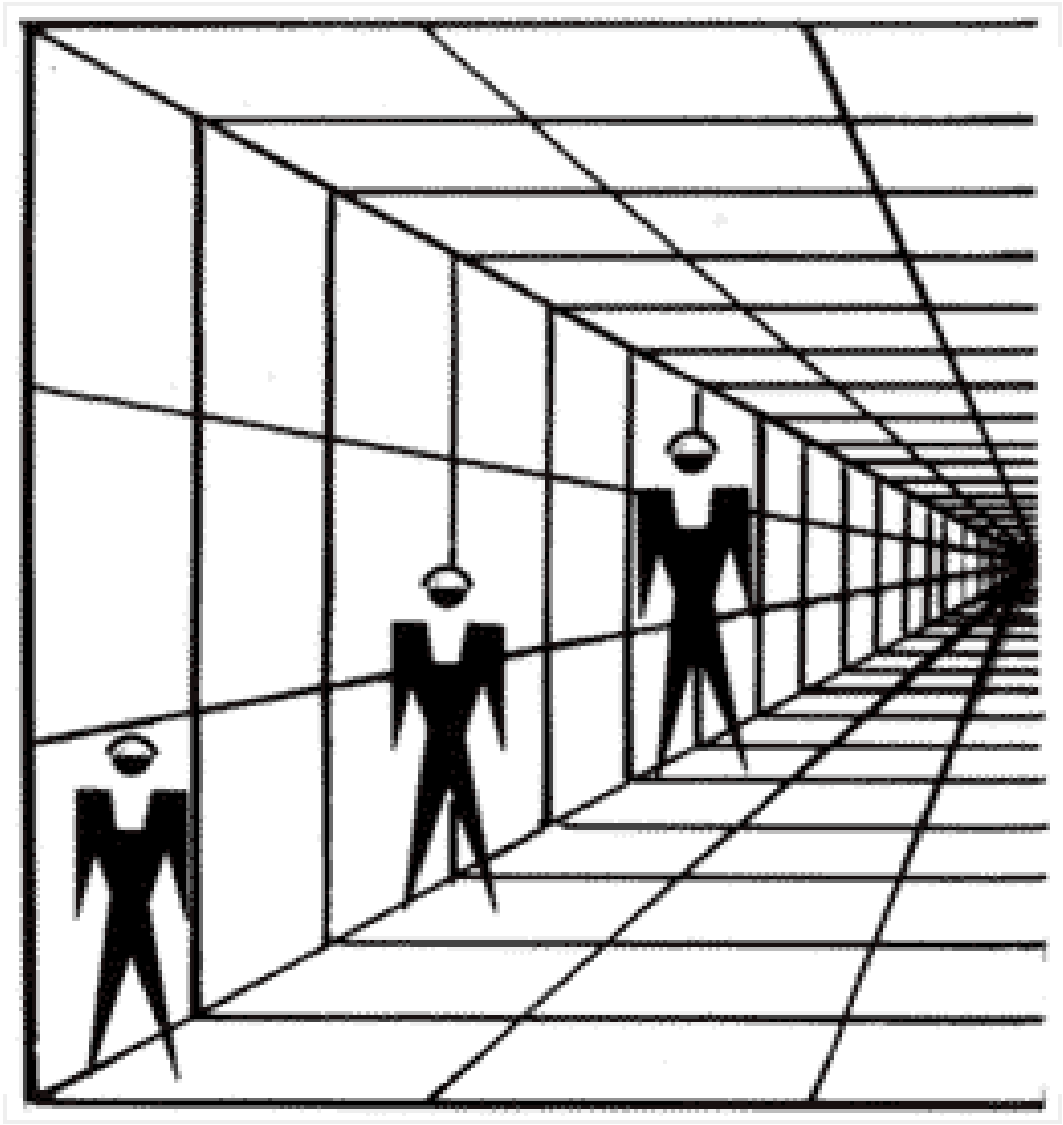
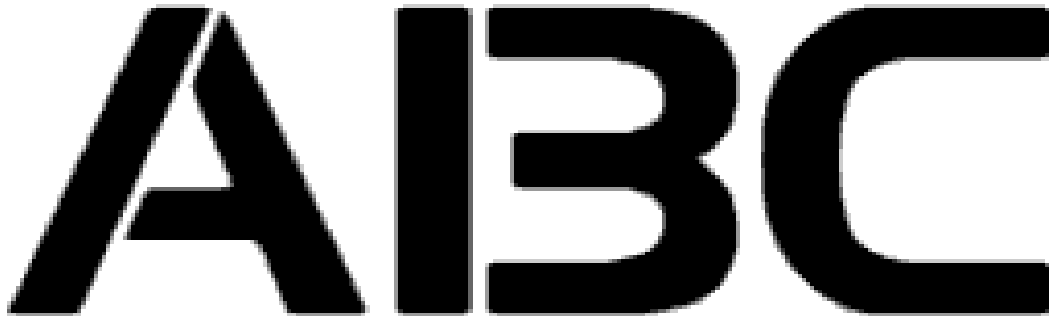
What do you see?

Are these people all the same size?



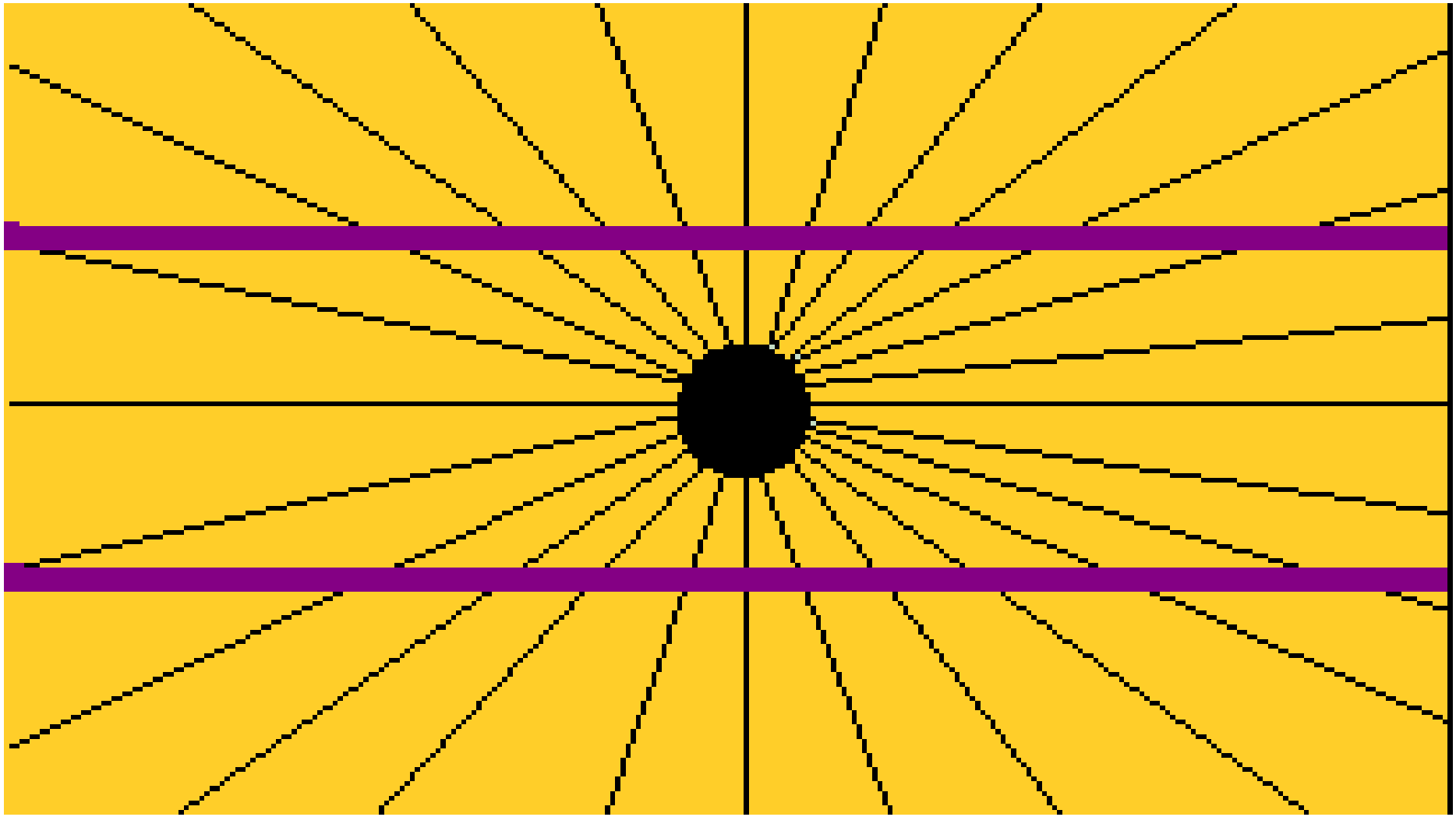
Read the below alphabets?



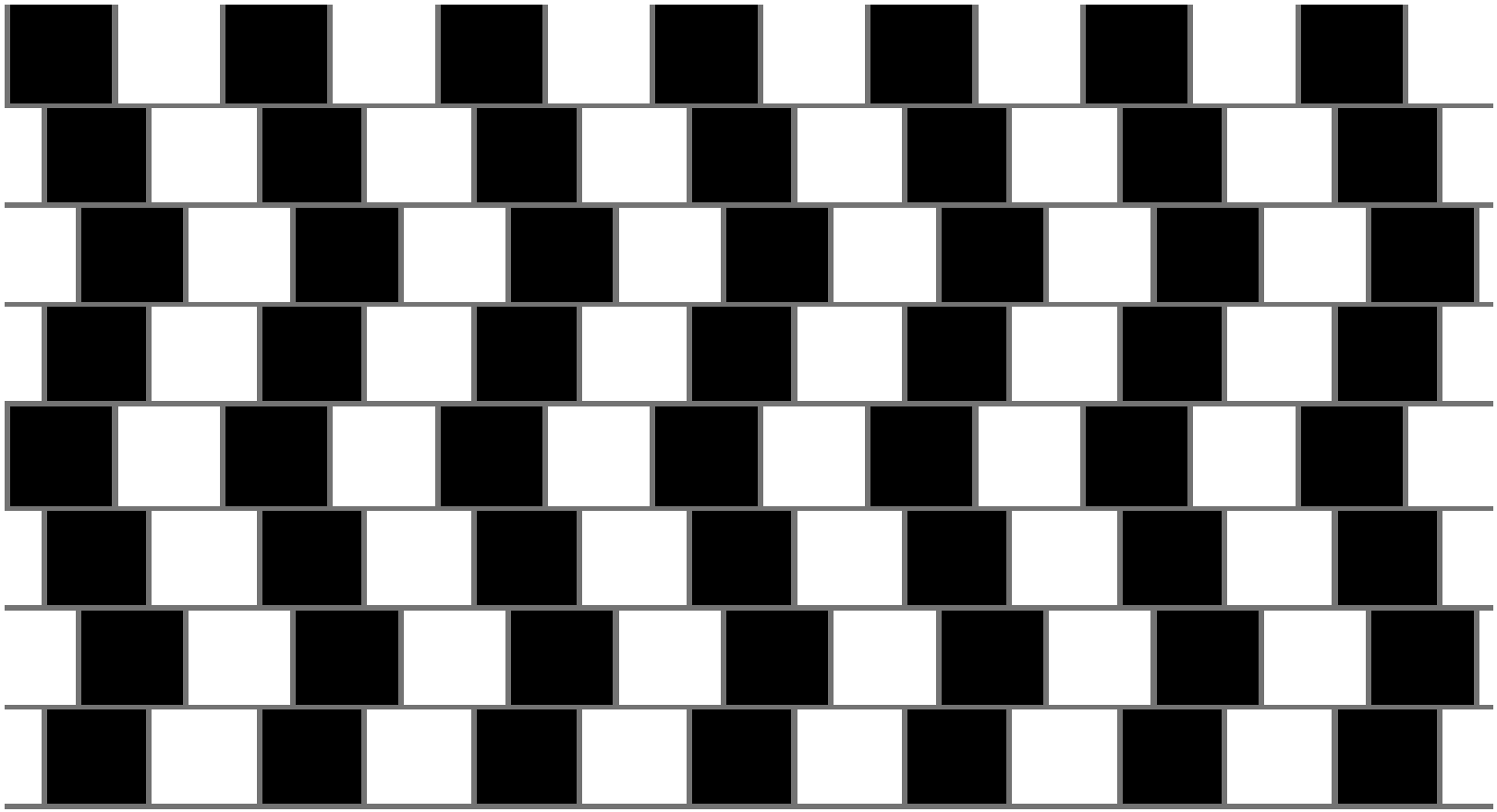
Now read the below numerals?

What do you see in the middle now?

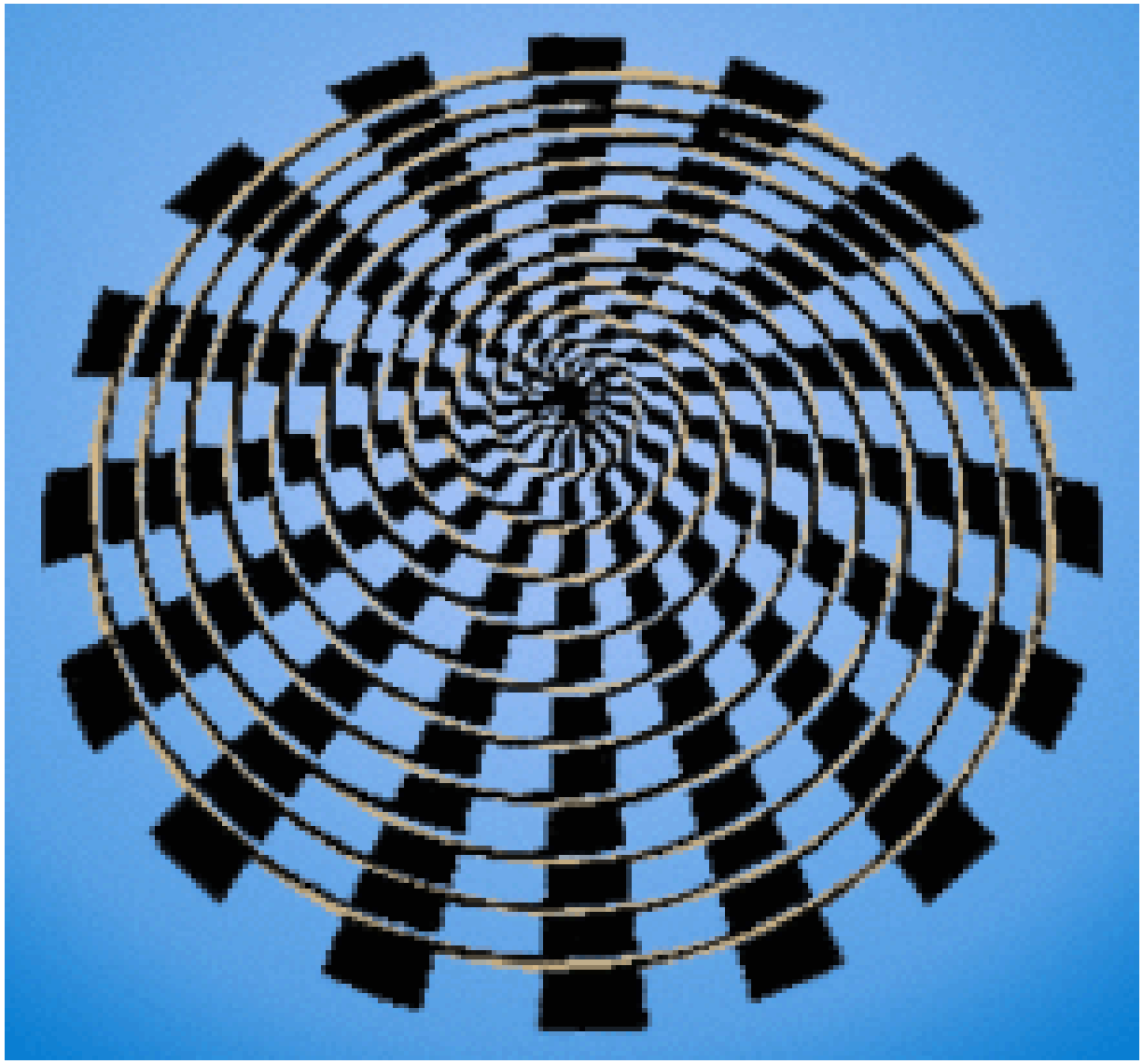
Are these lines straight?



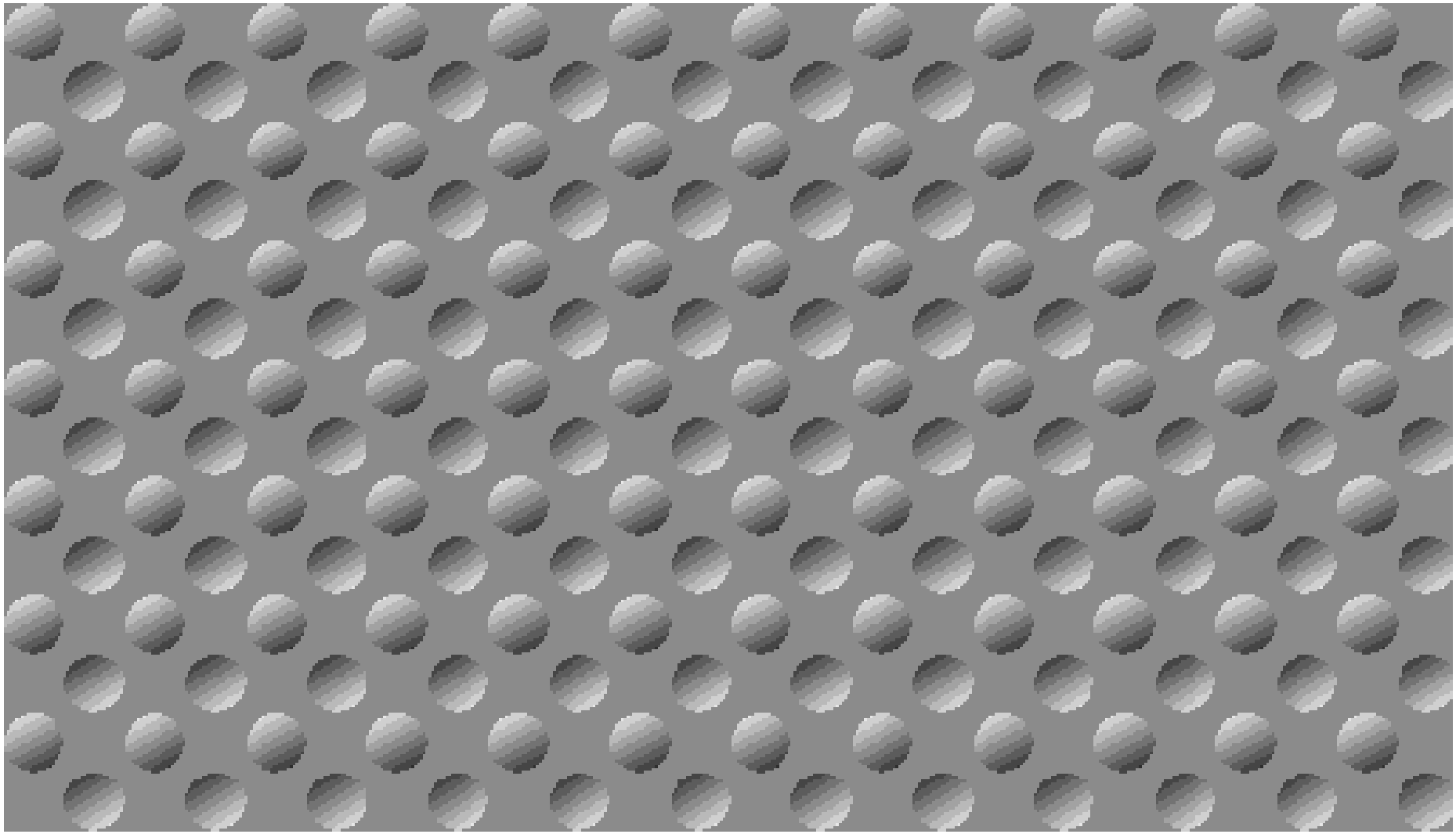
Are the below lines straight or curved?



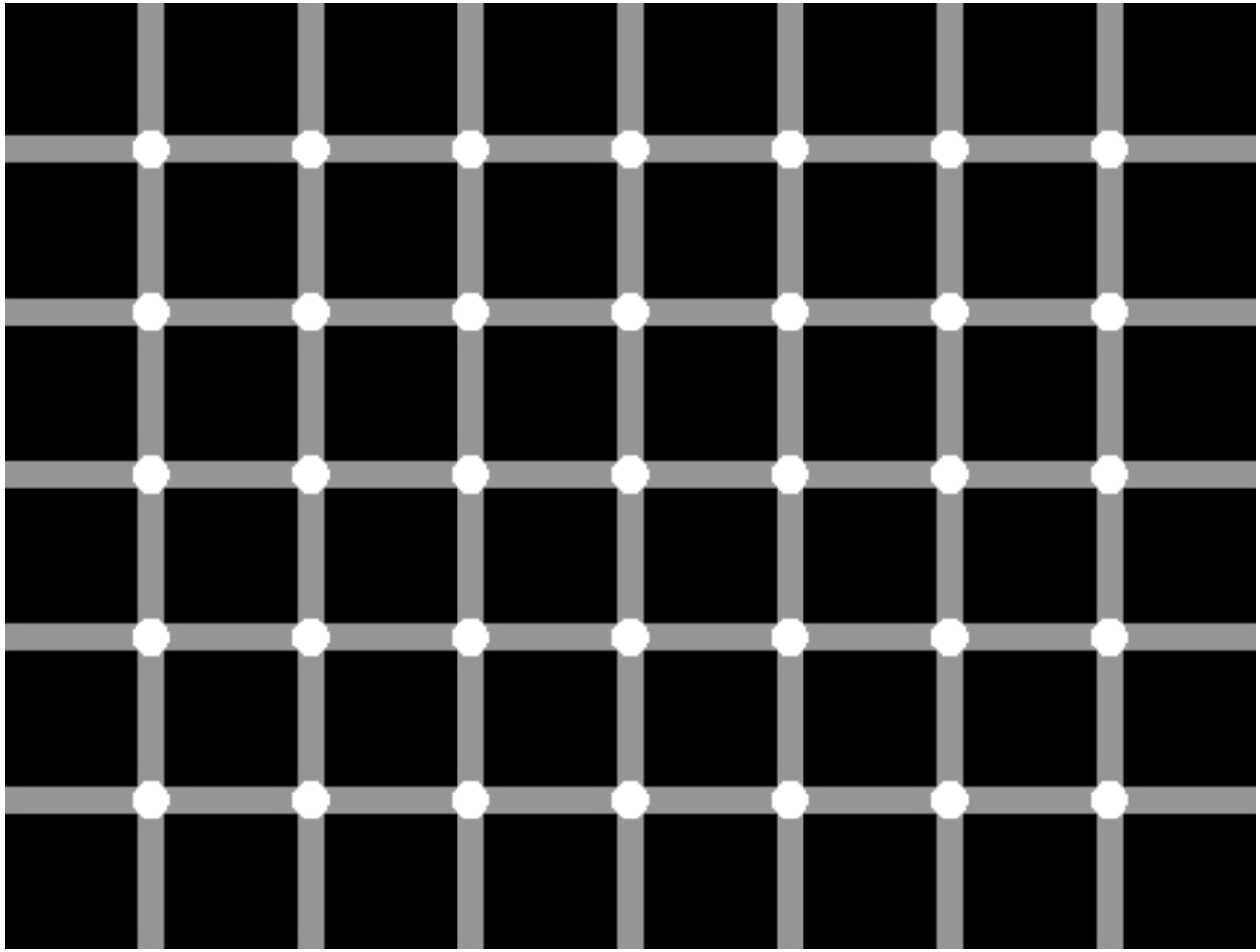
Are the lines in this image a spiral?
Or are they a series of perfect circles?

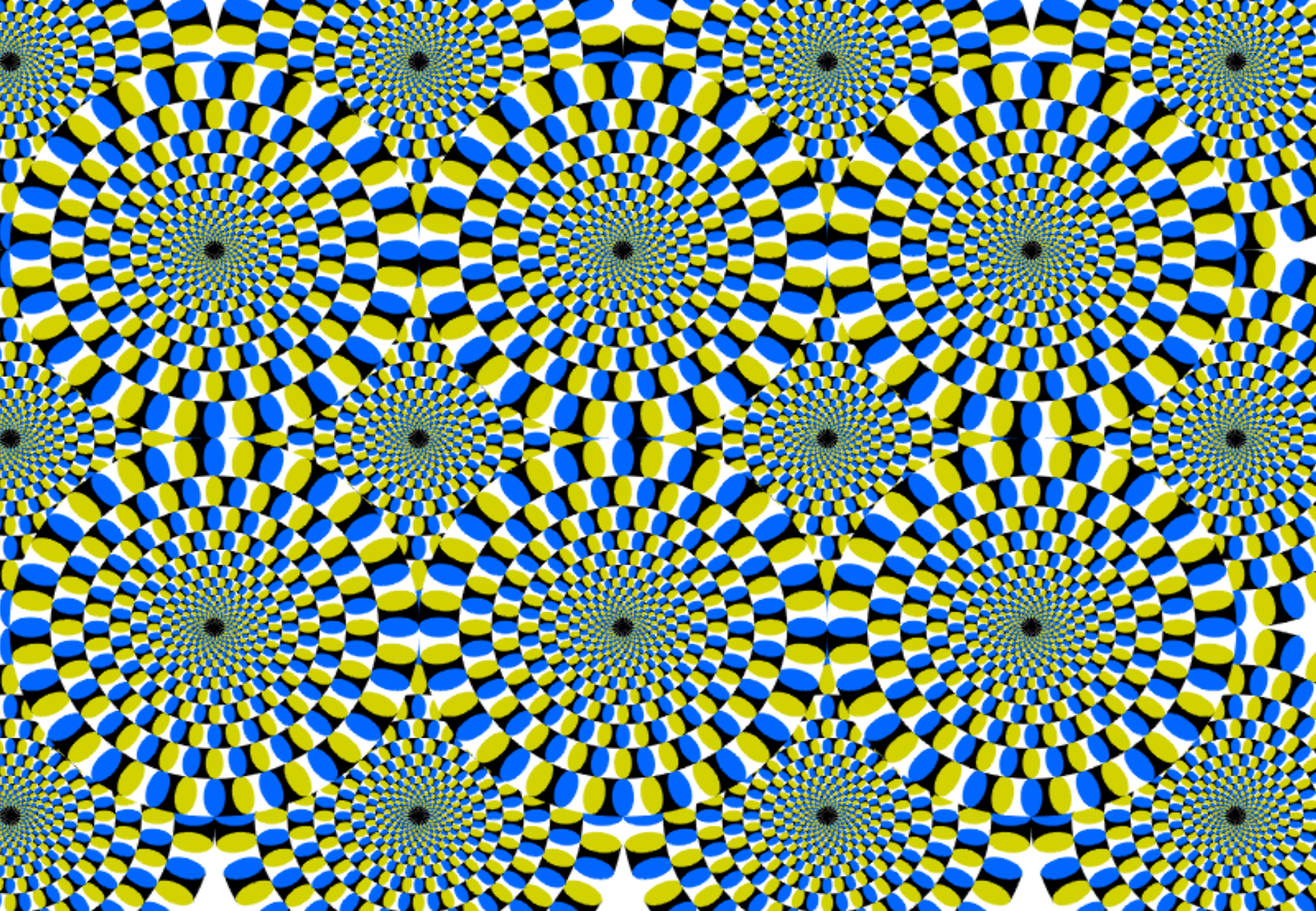


How is it possible for raised spots and craters to appear?



Count the number of black dots





We all have to deal with

COLOUR

COMPOSITION, REPRODUCTION , EVALUATION

at some point of time in our life irrespective of our basic profession ?

WHEN WE WANT TO REPRODUCE

COLOUR

WE SHOULD UNDERSTAND

“SIMULTANEOUS COLOUR CONTRAST”

WHAT IS

“SIMULTANIOUS COLOUR CONTRAST”

WHY IS IT IMPORTANT TO A PRINTER?

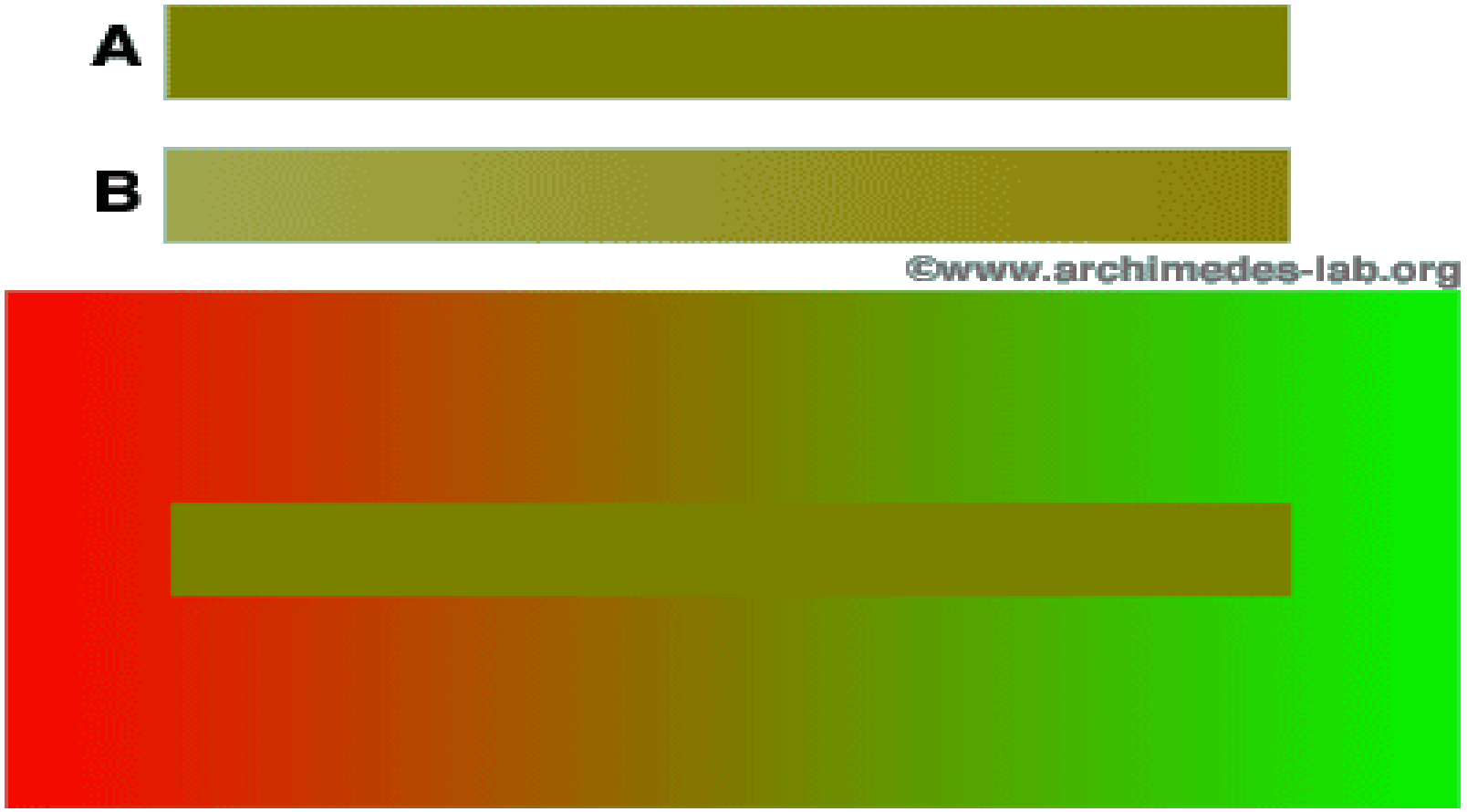
- The appearance of a light or object depends on what is around it. (Hue Depends on Background)

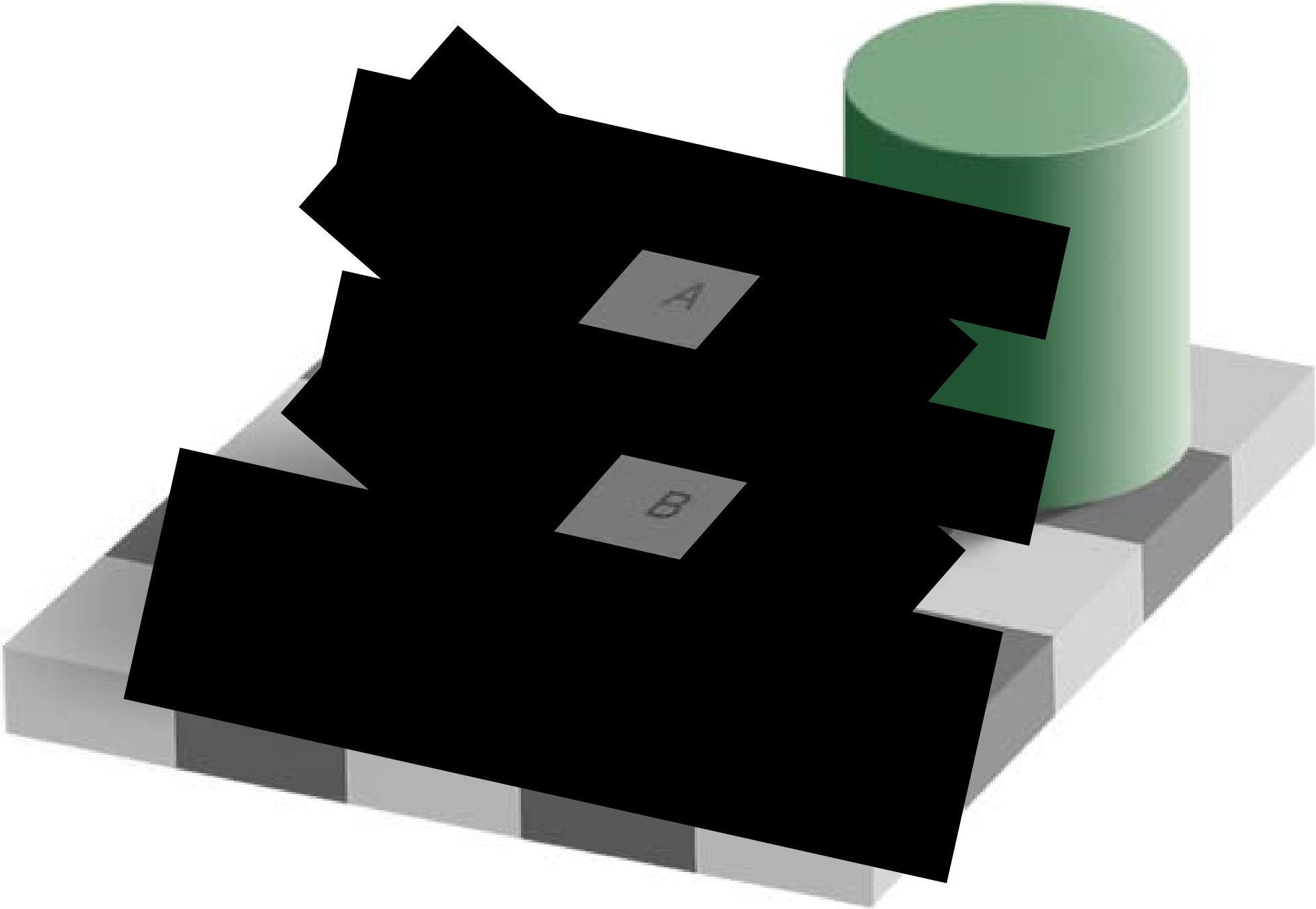
- Two colors, side by side, interact with one another and change our perception accordingly. The effect of this interaction is called *simultaneous contrast*. Since we rarely see colors in isolation, simultaneous contrast affects our sense of the color that we see.

- **Chevreul's Theories**
- M. E. Chevreul stated the Law of Simultaneous Contrast in this way:
- "In the case where the eye sees at the same time two contiguous colors, they will appear as dissimilar as possible, both in their optical composition and in the height of their tone."
- Chevreul also identified three situations in which this contrast could be observed:
- **Simultaneous Contrast:** viewed between two colors placed side by side
  Successive Contrast: also known by the term "negative afterimages"
  Mixed Contrast: where two colors are seen one immediately after the other such that the afterimage of the first is mixed with the second

Simultaneous Contrast

- **Complementary Contrasts**
- Which of the strips below, A or B, corresponds to the green strip positioned on the red and green field? This illusion is based on the effect of **simultaneous color contrast**.




A
B

The brain interprets the squares

as they should appear

“Black or White”

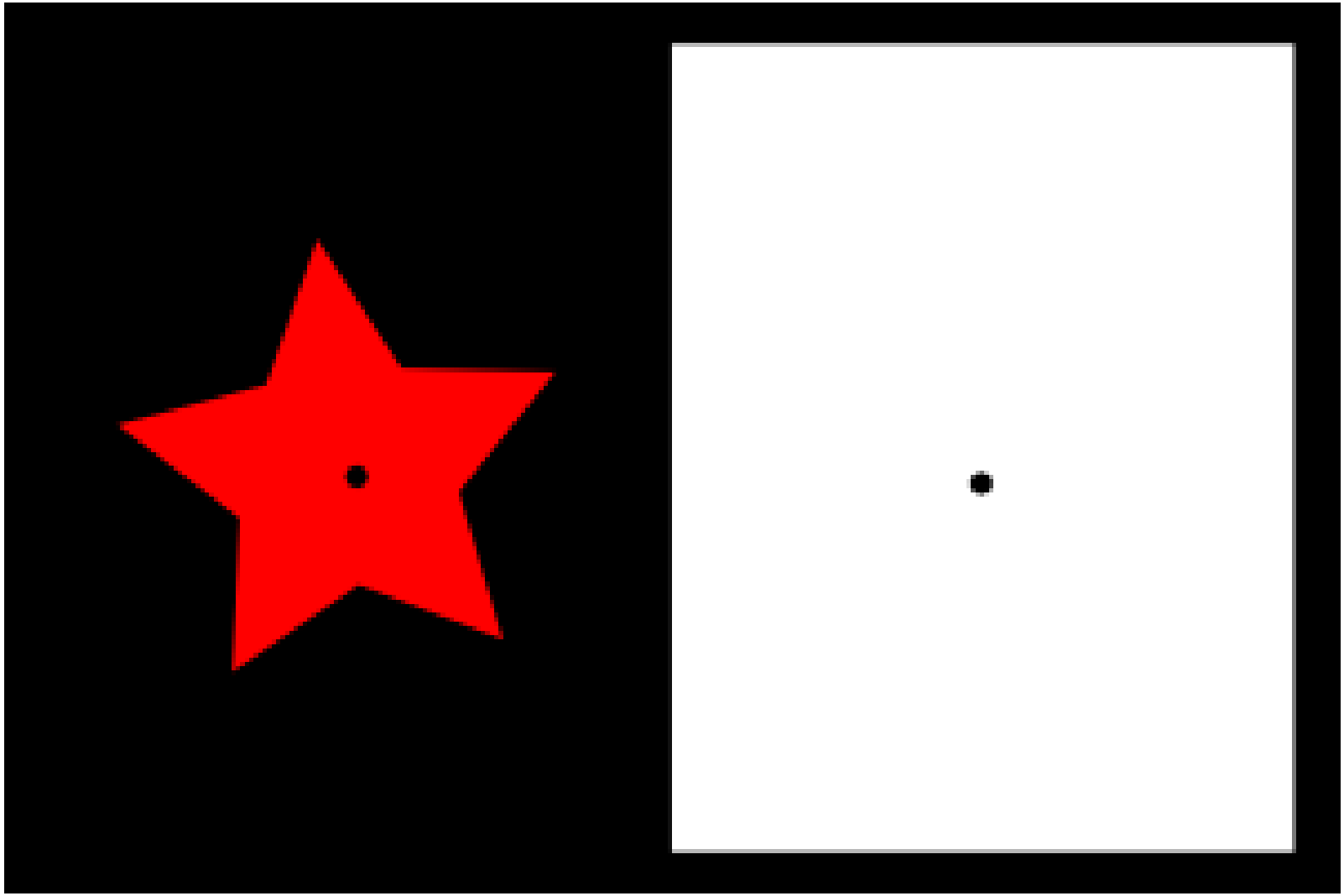
Shown here as a dark and light gray.

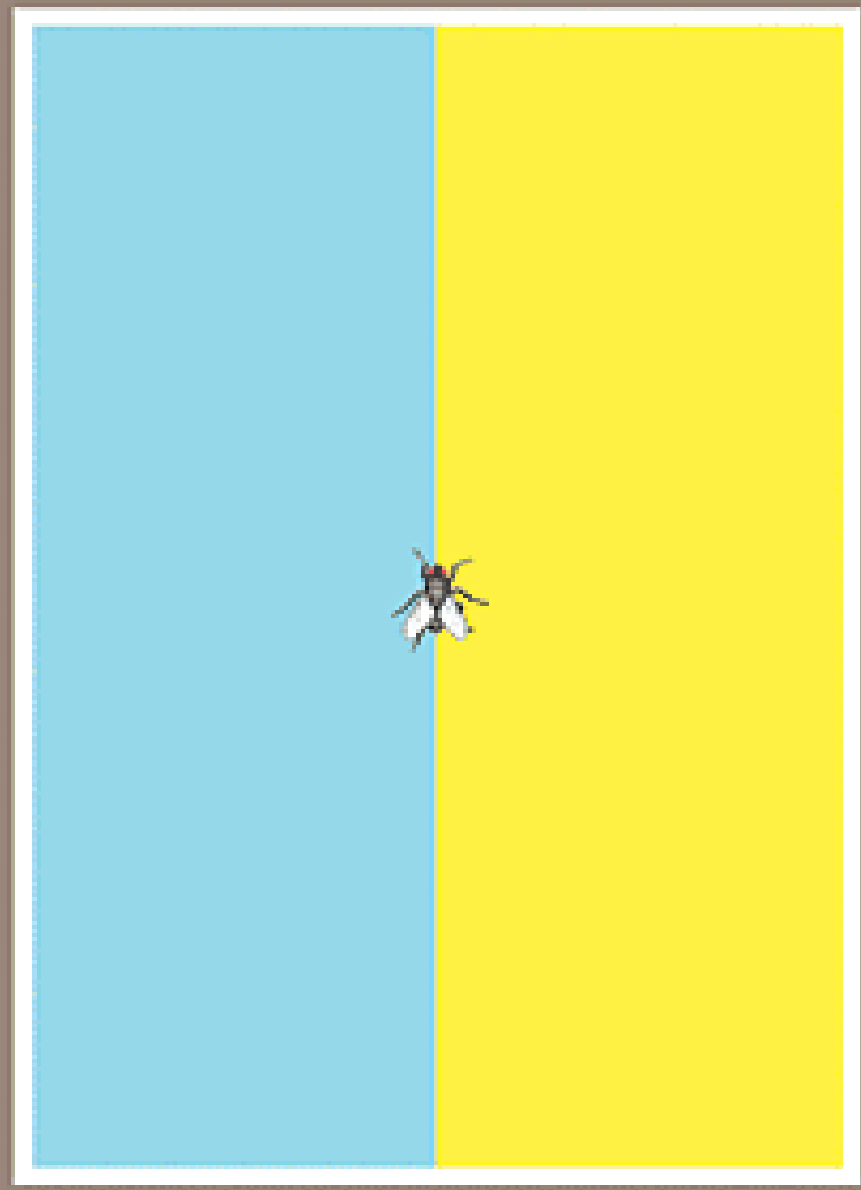
It completely disregards that they have the same shade!

The opposite squares suggest 2 different colours..

And your brain accepts this as a fact.

Successive Contrast





Mixed Contrast

LOOK AT THE BELOW COLOUR AND DESCRIBE WHAT IT IS?

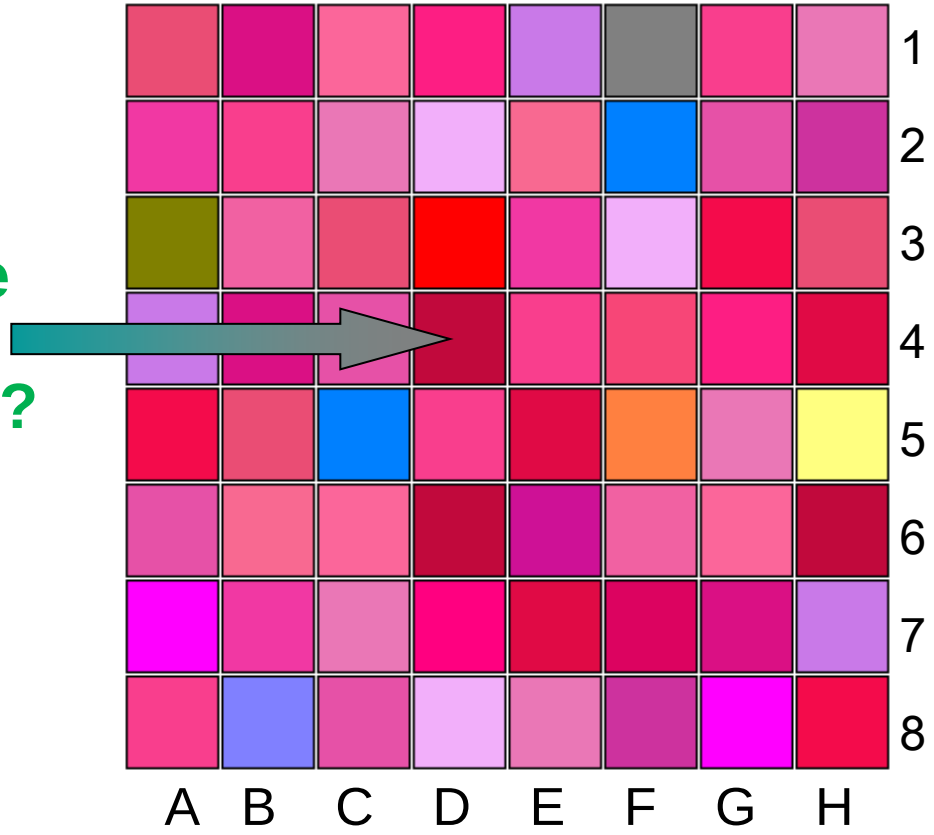
Can you describe this colour to another person or define it so that it could be reproduced? Register this colour in your brain!

Defining Colour

Based on your description of the colour sample of the previous slide

Please try to choose the square containing that colour from the range below?

Did you pick the colour correctly?



WHAT ALL THIS SHOWS?

It shows that often we observe things

not as they are

but as the way we want them to be!

THE BIG QUESTION?

- If we have trouble in judging simple things like the Straightness , Length, Width, Colour and Motion where there is none, one must ask himself what other mistakes we will be making while perceiving a colour.

- Do we actually see what we want or expect to see.

- Can we really believe everything we think or believe we see?

THE ANSWER IS
A BIG
EMPHATIC

NO

THEN WHAT IS THE SOLUTION?

STANDARDISATION

But before getting in to standardisation let us try to understand how we humans perceive a colour and how we can quantify it.