

## DISPLAY PRINT - DIGITAL PRINTING



### You Need to Supply

#### Digital Printing Large Format

- Entries must be A2 or larger and up to two metres width – for billboard work a photograph of the final product and a metre long portion x web width must be supplied for judging purposes

#### Digital Print Smaller Than A2

- Only one copy of the entry is required

#### Digital Printing Applied Graphics

- Entries must be a minimum of two metres in width without a join – a full size 'strip proof' and a 'miniature' proof showing total image – from the same press – together with a photograph of the final job in use is also required
- For this category a customer contact and phone number needs to be supplied so the customer can be interviewed re the final job. This information will remain confidential to the Awards administration team and judging panel. Should a job be successful, the entrant will be asked if the comments can be used for promotional purposes. Clients will be asked the following: How the job was done, did it meet the client brief, the final result, installation, materials chosen – did the quality of the colours used and material chosen, hold for the length of the campaign? Was the job 'fit for purpose'?
- Entrants are also asked to supply any background information on anything that may be relevant to the client feedback
- Was the installation undertaken by, or under the control of, the printer of the entry? If yes – provide details

#### Please Provide Detailed Information On

- Ink / toner system used
- Stocks used and weight of those
- Production method
- Rip software
- The number of colours used
- Print equipment used
- Print run length
- Notes on general file preparation if this has effected the outcome of the final job
- Intended end use (if it is indoors / outdoors / backlit etc)
- Variable data – advise what software and process has been used
- Point pass i.e. 8 pass etc

#### Judging Criteria

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award

#### The following aspects are important to the judges considering each entry

- Calibration / Hickies / Deletions / Surface imperfections
- Mottling
- Halo – around type
- Front to back registration
- Ink/toner coverage & Ink build up on leading and trailing edges
- Trapping / Banding in vignettes or gradations / Cracking
- The innovative use of application and media
- Resolution of image and printer
- Evidence of posterisation
- Curvature / Lamination
- Suitability of substrate and inks combinations i.e. cockling, over inking, excessive metamerism
- Colour consistency
- The degree of difficulty

#### Finishing

- For entries that include any binding, foiling, embossing, die-cutting or thermography, these processes all form part of the entry. Please refer to 'Finishing' for what the specialist judges will be considering when assessing your entry

## DISPLAY PRINT - SCREEN PRINTING

### You Need to Supply

- For any mounted work, a loose sample must be supplied. Section (B) of the entry form can be attached to the back of the mount

### Please Provide Detailed Information On

- Stocks used and weight of those
- Origination
- Production method
- The number of colours used
- Print equipment used including the number of passes
- Print run length
- LPI

### Judging Criteria

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award

### The following aspects are important to the judges considering each entry

- Registration
- Scuffing
- Colour consistency
- Set off
- Cracking
- Catch up
- Uniformity of borders
- Trimming – nicks
- Stock issues
- Die cutting / nicks / creases
- The degree of difficulty in producing the entry, taking into account the limitations of the stocks and technology used

### Textiles

- Where an image is produced for a finished garment – the full garment must be supplied. Material pieces will not be accepted for clothing items unless it is specifically yardage. In this instance two lineal metres, with edge, will be required for judging purposes

