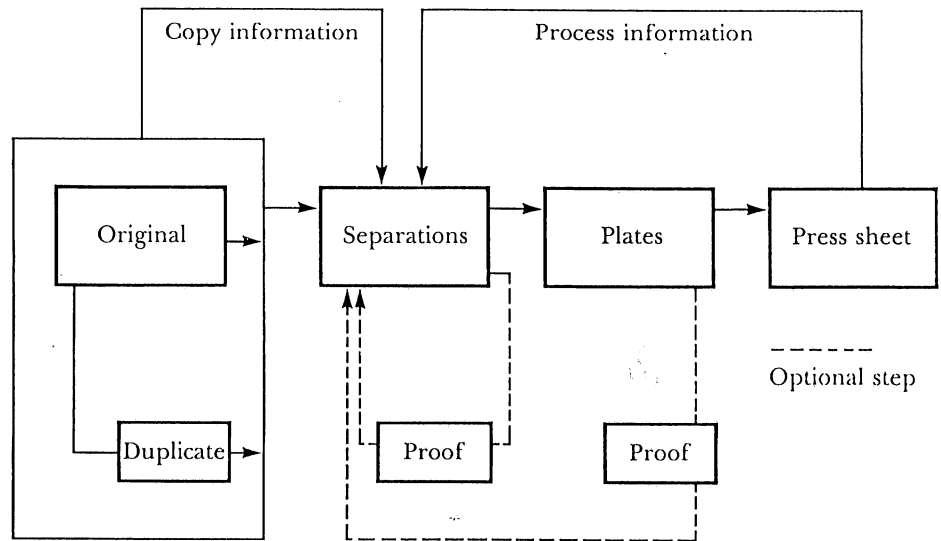
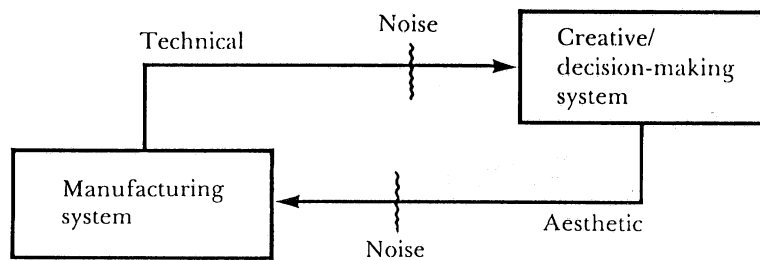


Manufacturing system



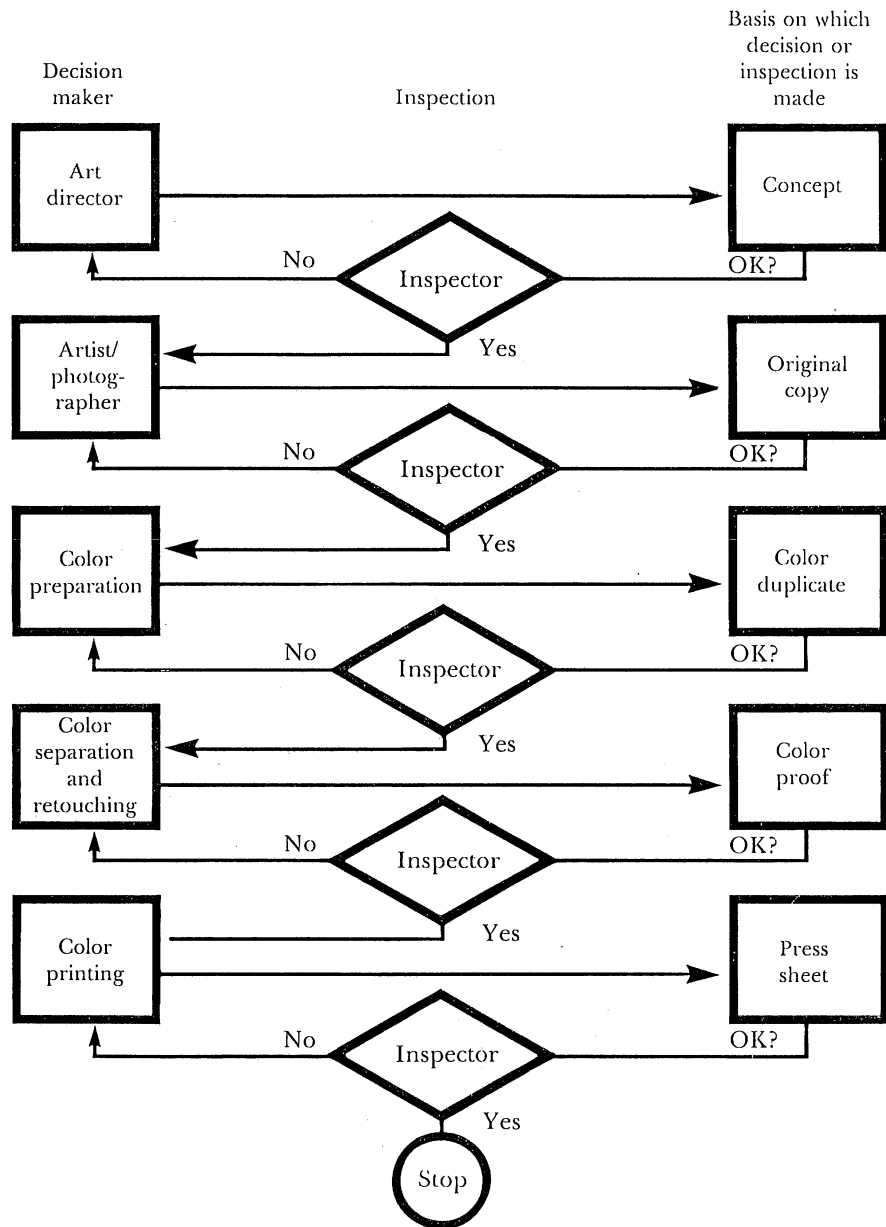
Technical-Aesthetic communication model



The Hamlyn symbols for marking color adjustments on proofs

1. Reduce dot size	○	9. Too soft, sharpen	∧
2. Increase dot size	●	10. Uneven tint	◐
3. Reduce ink density	▽	11. Make good broken line	×
4. Increase ink density	▲	12. Improve register	□□
5. Decrease contrast	□	13. Correct slur	⌘
6. Increase contrast	■	14. Passed for press	✓
7. Improve detail/modeling	◻	15. Reproof	△
8. Too hard, soften	∪		

Creative factor color communication system



Inspector. This person may be the one making the immediate color decision, or anyone else at a previous step of the process, back to and including the customer originally requesting the job.

Basis for decisions and inspections. Some of the elements, such as color duplicates or color proofs, may not exist in some systems. Conversely, more elements, such as additional proofs, may be used in other systems.

Communication example. Referring to the diagram, a color duplicate is approved by the inspector—e.g., the art director. The duplicate (decision input) is then submitted for color separation. Films and plates are produced and retouched as necessary before producing the proof (decision output), which represents the decisions made in color separation and retouching. The proof is then sent to an inspector (e.g., the art director) for approval. If it is not approved, the proofs are returned to the color separation/retouching step for the production of new films and/or plates and, consequently, a new proof for submission to the inspector. If the proof is approved, the job passes to the color printing stage.