

LINOTYPE SCHOOL

OFFSET PRINTING

offers THE DOOR to Your Future

The University of Missouri

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PRINTING

Introduction

THE UNIVERSITY OF MISSOURI School of Journalism Linotype Curriculum was approved by the Board of Curators in January, 1943, with vocational, non-credit courses conducted under the administration of the School of Journalism. It began operations in July, 1943.

The offset training program was added in January, 1964 as development of this printing process in the field brought with it a demand for trained shop personnel. The program is designed to give this training to people who wish to enter quickly the small printing shop or weekly. It does not attempt to create the specialist, but rather a person with a general knowledge in offset, allowing him or her to be a shop asset in various phases of the work from the moment of entrance into the field. Experience will then create the finished specialist.

There are no formal entrance requirements, although a high school education, good eyesight, and manual dexterity are definite assets. As most phases of offset printing are clean, light work, requiring basic understanding of printing principles rather than strength, the employment of women has been highly successful. Their natural attention to detail and manual dexterity easily earn them a place in the offset field.

Offset job situations are far from being overcrowded in Missouri. More and more weeklies are changing to offset, and the number of commercial printers with an offset operation is expanding rapidly. The need for help is great and growing. There is a profitable future in offset printing for the men and women who wish to take advantage of it.

The Curriculum

An eighteen-week course is offered beginning in January/February and September, and a 12-week course is offered in June. Fee for the 18-week course is \$150; for the 12-week course, \$110.

Outline of the course is as follows:

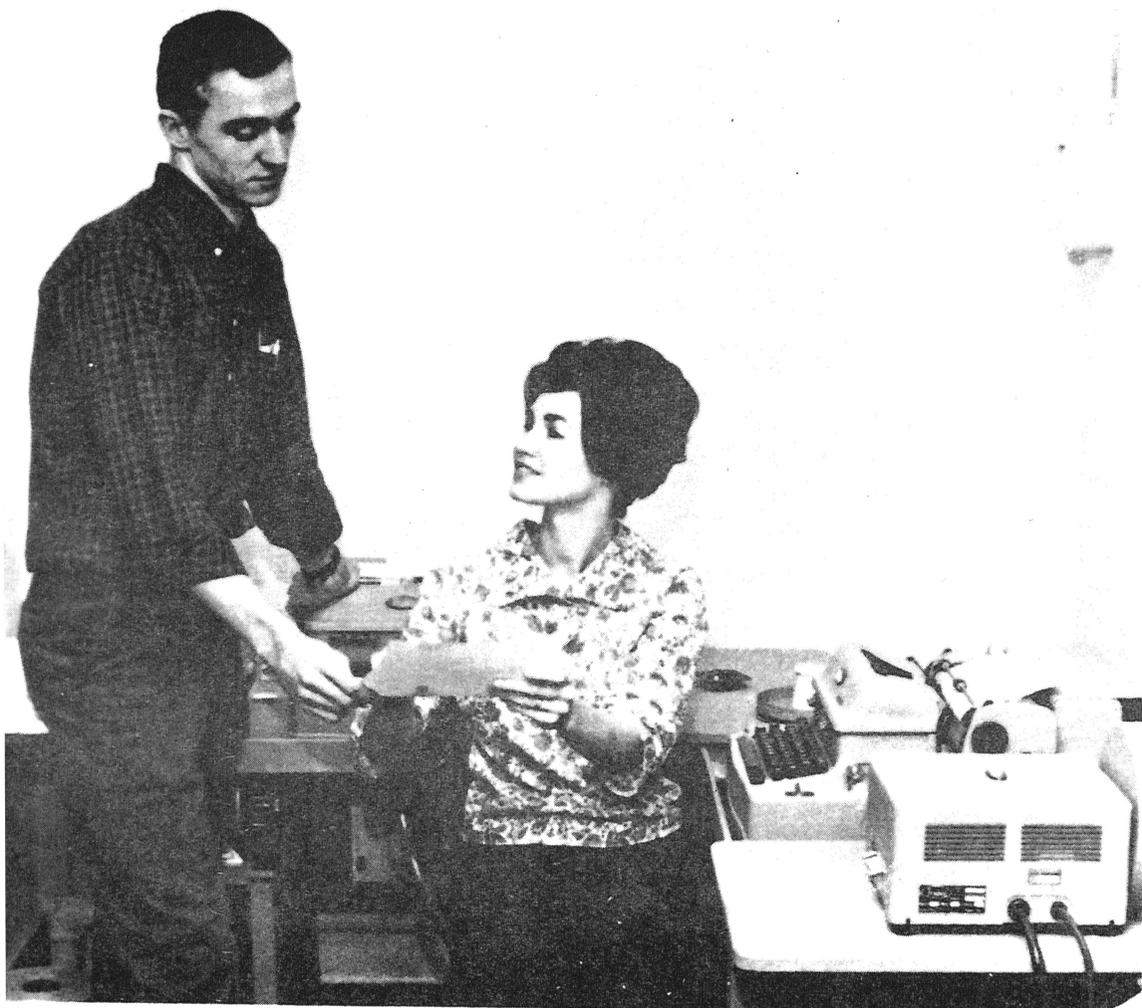
- I. Composition
 - A. Operation of "cold type" Friden Justewriter for text or body matter
 - B. Operation of Filmotype machine for display and headline type
 - C. Handsetting and reproduction proofing of metal type
- II. Light Table and Pasteup Operations
 - A. Making pasteups, or camera copy, of work ranging from simple commercial job work, through small publication work and ads, to newspaper page pasteup
 - B. Simple color breaks
 - C. Camera negative correction
 - D. Masking and imposing of negatives in preparation for plates making. Methods of handling combination line and halftone negative work.
- III. Camera Operation
 - A. Basic principles of process camera and its operation
 - B. Shooting and developing line negative
 - C. Calibration of exposure time and principle of flashing
 - D. Shooting and developing of the half tone and calibration of exposure time for the half tone screen.
- IV. Platemaking
 - A. Discussion of paper, foil, and metal plates.
 - B. Printing of plates from single and combination negatives
 - C. Developing the plate
- V. Press Operation
 - A. Principle of offset printing
 - B. Imposition in printing
 - C. Operation and care of the small offset press
- VI. Lectures
 - A. General background of printing
 - B. Printer's arithmetic and copy marks
 - C. Estimating production
 - D. Copyfitting
 - E. Paper calculation
 - F. Classifications of type faces
 - G. Proportions and styles of layout

The Facilities

The school and training program are arranged insofar as possible to conform to actual small shop conditions.

Equipment consists of great variety of handset type and a Vandercook proof press for metal composition. Paper type, a Filmotype, and a pair of Friden Justowriters make up the cold type equipment. The camera is a new 320 Robertson, and the press training is done with a 1250-W Multilith. A light table, pasteup tables typewriters, and miscellaneous minor equipment round out the necessary materials for a complete training program.

COMPOSITION



*J*N OFFSET PRINTING, composition methods, or the setting of the lettering, is about only limited by desire. Copy to printed may be typed, handlettered, clipped and pasted, or set by film or hot metal composing machines. Here at the school the student will learn conventional methods including the typewriter keyboarded Friden Justowriters, shown above.

STRIPPING



*A*LTHOUGH CLEAN AND PLEASANT work at the light table and at pasteup requires high skill and technical know-how, if top results are to be expected. It is at these points that the "stripper" makes the lettering and pictures into a professional appearing arrangement. The student is taken through basic use of equipment into commercial job work, ads, tabloid pages. Negative correction, masking and imposing, and methods of handling line and halftones are, of course, necessary knowledge.

CAMERA



*C*AMERA WORK FASCINATES many people. The school's 16" x 20" 320 Robertson can do the job, if the operator has the know-how. Camera basics, planning scaling, and the shooting and developing of line and half tone negatives are part of the course. In offset, if you can see it, you can generally print it.

PLATEMAKING



THERE IS NO HEAVY TYPE in offset printing. The plate for the press is paper, foil, or thin zinc. Proper processing of these plate is one of the keys to good printing results. Thorough discussions as to why a plate prints and practice in processing them is a “must” for all offset students.

PRESS



OFFSET PRESSES RANGE in size and complexity from small office duplicators to huge, multi-color printing, web fed industrial machines. But the basic underlying principles are the same on them all. Here at the school, those basic principles are learned as the student operates the 1250-W Multilith shown above.

And it is at this point that the student may say proudly, "Look, I did this printing job from beginning to end."

In Summing Up!

THE POPULARITY OF OFFSET printing is growing and seems destined to grow. It is basically simple and it works – from office memos to national magazines. And as in all printing the work is varied. Every job is new and in some ways different than the one before it. This is why so many people find offset printing interesting and challenging.

The pay is in line with skilled workers in other fields. The future is bright for a career in offset printing. So many shops and newspapers plants have installed this process that the demand for trained help far exceeds the supply.

The school will aid in placing good students and to date has had no problem.

Offset printing is safe and healthful. There is little to distinguish much of it from office work – except the higher pay. It is clean and light and women find a place in it as readily as men.

If you feel that the field of offset printing may be for you, why not investigate further. Come in and let us show you more of this new and fascinating field.

For offset is, indeed, the printing field with a future. And it could be yours!