

## The designer and print buyer

An interesting trend has been the convergence of design and print buying; that is, designers now buy print and print buyers now design. About three-quarters of all printing jobs include the direct involvement of a “creative” — a graphic designer who creates the visual look and assembles text and imagery; selects colors and paper; prepares the file and submits it to the printer; approves or makes changes to the proof; and approves the final job.

For the other 25 percent of all print jobs, design is indirect — as simple as selecting a slide design in PowerPoint, clicking a pre-designed business card layout and filling in some fields on a screen and seeing a proof, or using a page template in a word processing program. Secretaries and those lesser-skilled than designers can effectively specify and buy (pre-) designed print products.

Almost every print job involves some level of creativity no matter how it is effected. What departments do creatives work in? Design/Creative 39 percent, Purchasing 19 percent, Marketing 29 percent, Communications 12 percent, and Other 1 percent. Outside creatives may also work on company projects. What do creatives design? Print 94 percent, Internet 77 percent, POP/Sign/Display 64 percent, Packaging 53 percent, Other, 67 percent.

In the last few years, the role of designers has expanded to include print buying. In fact, some marketing and communications departments contract with an outside designer to deliver the finished product rather than simply the design, bypassing multiple bids for the various production phases and permitting the designer to select a printer who will meet the quality standard set for the project. Within corporate structures, the title “designer” far more commonly identifies the person responsible for placing print orders than does “print buyer.” As a result, more creative professionals buy printing than ever before.

There is no lack of designers. Every year 40,000 graphic designers graduate from 2-year and 4-year baccalaureate programs in the U.S. They work in publishing, printing, corporate, and commercial services. Commercial services include ad agencies, art and design studios, freelancers, display, and marketing services. There are 515,000 graphic designers. Other creatives include illustrators, photogra-

phers, artists, and editorial professionals.

In corporate America, graphic designers work in many departments: ad/promotion, in-plant printing, inhouse graphic services, technical documentation, inhouse presentation services, inhouse publishing, and others.

Most designers lack skills in areas that affect the over-all cost of the job:

**File prep:** Programs like Adobe InDesign and QuarkXPress provide significant functionality to translate an aesthetic vision into a printable file. Word and Microsoft Publisher do not have the proper functionality. Many designers do not get RGB and CMYK right, use fonts that do not embed in PDFs, or use low res images. Designers should be expected to update skills regularly.

**Paper choices:** There are many paper choices, and selection should be based on both the ultimate recipient and the means of distribution. Paperspecs.com can help.

**Mail standards:** Almost half of everything that is printed is mailed and there are rules for weight, folds, tabs, and size. Break them and the the project cost increases.

**Color:** Process color today is a bargain but watch those spot colors. Do you really need a fifth color or would a CMYK tint do?

**Changes:** Never-ending tweaking is a costly practice. Eighty-two percent of all print jobs have changes of some kind after the job is sent for printing.

**Job specs:** This is where print buying skills kick in. Picking the right printer with the right equipment is as important as a low price. Communicating with knowledgeable print reps will help to refine the specs and identify cost-saving options.

There is a movement to save money by cutting print volume. Companies might actually save more money through more effective design and print buying practices.

### DID YOU HEAR?

- There has been a 39 percent drop in direct mail and a corresponding rise in e-mail advertising; expenditure for the latter is now at \$12.1 billion (Borrell Associates).
- Through 2014, interactive marketing will grow, led by social media, at 34 percent to \$3.1 billion. Mobile will follow, increasing 27 percent to \$1.3 billion; display advertising, 17 percent to \$16.9 billion; search, 15 percent to \$31.6 billion; and email, 11 percent to \$21 billion (Forrester).
- Current ad expenditure forecasts predict a steeper decline in North America and Western Europe, with all regions joining in the general decline. The report forecasts global ad expenditure to shrink by 6.9 percent over the course of 2009 (ZenithOptimedia).
- A study found that 93 percent of respondents were familiar with at least one type of custom publication, while more than two-thirds say that companies that provide information about their products in these magazines help them make better purchasing decisions (Roper Public Affairs for the Custom Publishing Council).
- Within a half-hour, magazines deliver more than twice the number of ad impressions as TV and more than six times those delivered online. Among web users, 63 percent of banner ads were not seen (McPheters & Co.).
- Retail, Financial Services, Computing, and Automotive remained the four largest verticals among Internet advertisers in 2008. Consumer packaged goods increased its share of total Internet ad revenues by 60 percent over 2007. The Internet is now the third largest ad-supported medium (IAB 2008 Internet Advertising Report).
- The market for printed electronics, including organics, inorganics, and composites, will rise from \$1.92 billion in 2009 to \$57.16 billion in 2019. The majority of the market in 2009 is for printing conductive inks, a relatively mature product line (IDTechEx).

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Design courtesy of Lightbulb Press, Inc.

Printing courtesy of PIP Printing and Document Services  
Mailing Courtesy of InfoPrint Solutions Company

Price: \$50

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## SHORT TAKES

Since 2001, 64 of 90 leading consumer magazines have seen the median age of their readers increase faster than the population at large according to a MediaPost analysis of figures from Mediemark Research & Intelligence. Between spring 2001 and spring 2009, the median age of readers for the 90 leading publications increased an average of 3.1 years versus an average increase of 2.1 years for the population at large.

The Accenture second annual Global Broadcast Consumer Survey finds that television viewership has grown since last year with 40 percent of viewers watching six or more television channels vs. 35 percent in 2008 and 39 percent watching eight or more television programs per week vs. 33 percent last year. Respondents who said they would also enjoy viewing content on other devices increased over the last year with 13-point increases in the number who would watch content on personal computers (74 percent in 2009 vs. 61 percent in 2008) and on mobile devices (45 percent in 2009 vs. 32 percent in 2008). The survey of 14,000 consumers across 13 countries found that while fragmentation of the audience viewing traditional television formats continues, the consumption of broadcast content on all platforms, including traditional television, is growing.

According to the Mobile Advertising Report by Brightkite and GfK Technology, 38 percent of US mobile phone owners recall seeing advertising on their cell phones in the first quarter of 2009, although for Smartphone (such as iPhone) users, 59 percent recalled seeing mobile advertising. For iPhone users, the primary format for seeing ads is mobile web advertising, while for other Smartphone users, it is SMS (Short Message Service is a communication service in the GSM mobile communication system, using standardized communications protocols). Overall awareness of mobile phone ads has risen from 6.8 percent of the user population in Q1 2008 to 10.8 percent a year later.

A study by the Center for Crash Causation and Human Factors at Virginia Tech's Transportation Institute showed a driver's performance, speed maintenance, and lane-keeping were not measurably impaired in any way along highways and other roads with billboards. In addition, eye glance results showed that there were no differences in the overall glance patterns between digital billboards, conventional billboards, comparison events, and baseline events during the daytime. The nighttime results indicate that digital billboards and comparison events may be associated with more active glance patterns, as well as with more frequent and longer glances towards the digital billboards and comparison events. Some aspect of the digital billboards and comparison events, however, holds the driver's attention, once the driver has glanced that way. This is most likely, says the report due to the result of the intrinsic lighting of these signs, which is noticeable even during the daytime. Drivers may also have maintained longer glances towards the digital billboards in the hopes of catching the next message (knowing that the message changes periodically). The overall conclusion, supported by both the eyeglance results and subsequent questionnaire results, is that digital billboards seem to attract more attention than conventional billboards and baseline sites (as shown by a greater number of spontaneous comments regarding the digital billboards and by longer glances in the direction of the billboards).

In the 2.3 seconds that most people spend on in-store brand decisions, 90 percent of shoppers make unplanned purchases — and about 51 percent of them take place right in the aisle — says the consumer industries division of Miller Zell. The Atlanta-based retail consulting company recently tracked the buying triggers of 1,000 shoppers. "We were surprised. While we have been hearing so much lately about how careful shoppers are being, making lists and doing research on purchases beforehand, there's still a lot of impulse buying." The study did find that shopping list use is up substantially (65 percent say they are making shopping lists prior to actual shopping). About 70 percent say they responded to end-of-aisle signage, 62 percent to merchandising displays, 58 percent to department signage, and 55 percent to shelf strips. The study also found key differences in the way that stores promote their prices. Sale prices motivated more shoppers (70 percent) than "everyday low price" positioning (47 percent).

## DOCUMENT MANAGEMENT VARIES BY VERTICAL MARKET

Professionals in document-intensive vertical industries such as legal, healthcare, and financial services are changing how their documents are managed and implementing document workflow and management solutions to make their businesses more efficient. InfoTrends defines a solution as a set of software and services, often accompanied by hardware, that solves a specific business problem, improves a process, or creates a new business opportunity for a customer. InfoTrends breaks solutions down into four major categories:

- Device Management
- Document Output Management
- Document Capture, Creation, and Routing
- Document Management and Retrieval

In general, workflow and document management systems offer these industries a better way to capture, transmit, retrieve, maintain, and communicate masses of information, improving the efficiencies of their business and the businesses around them. Each of these industries offers their own intricacies, regulations, and compliance issues that make them unique and, in some cases, very specialized in terms of the types of systems that can be implemented and the types of companies that can deliver the right solution.

Legal practitioners are:

- Shifting to electronic delivery and management of internal and external documents to comply with government regulations and changing requirements in the courts, and also to decrease the deluge of paper and reduce costs.
- Implementing document and case management solutions to gain better control over case-related materials.
- Scanning litigation discovery materials to make it easier to review and analyze matter-related information with the potential of uncovering the “smoking gun” that will help them win their case.
- Looking for outsourcing partners that can help them more effectively manage many of their document processes.

Significant opportunities exist within the healthcare industry for organizations involved in fulfilling the printing, content, document management, and distribution needs of companies in this field. It is imperative that healthcare organizations employ technology to streamline operations, improve patient care, and build a safer healthcare system. Service providers with products and services that address the following areas will likely find opportunities in the healthcare sector:

- Computer-based patient records: Digitizing, capturing, and compiling all clinical and administrative information related to the care and treatment of a single patient.
- Data warehousing: Storing sizeable volumes of clinical, financial, and operational information that is easily accessible to healthcare practitioners.
- Document management: Scanning, electronically storing, and managing documents that can be easily accessed and shared by practitioners in various geographic locations.
- Secure information management: Internet and intranet solutions that enable the secure integration and communication of information from numerous locations.

The financial services industry presents opportunities for document services providers to offer printing as well as augment printing with

value-added services related to the management of documents and other content. Executives in the financial services industry are concerned about:

- Data capture, manipulation, management, and hosting.
- Document workflow and content creation and management, including content storage.
- Information and communication security (faxing, etc.)
- Repeated printing of documents such as forms and transaction documents.
- Varying levels of customization, personalization, and nationalization/localization.

The legal, healthcare, and financial services markets are very intricate vertical industries that each require different knowledge and expertise levels. Vendors must address the specific needs and requirements of these markets regarding digital documents, and they must also understand the industry-specific languages, compliance issues, and environments that surround document capture and management. These industries are document-intensive, and the new regulations concerning compliance and privacy of information related to these materials present a burgeoning opportunity for solutions in these markets.

The preceding is an excerpt from InfoTrends’ report, “Document Capture, Routing, and Management for the Legal, Healthcare, and Financial Industries.”

## Your EDSF contribution can make a difference

*“With the rising tuition prices and the already unbelievable costs associated with post-secondary education, it’s getting harder every year to provide myself with an opportunity to learn. EDSF is essential for survival, and I am very grateful for this scholarship. Thank you!” — Amanda Rehal, EDSF Scholarship Recipient*

No one has been more affected by the current economic problems than students. With other sources of financial aid disappearing or diminishing, many of them cannot return to school without help. More than ever before, you can make a difference in developing the creative and influential young minds that will lead our industry in the future.

To make a contribution, donate online at [www.edsf.org](http://www.edsf.org) and designate 100 percent of your gift to be used for scholarships. For additional information, contact Brenda Kai at [brenda.kai@edsf.org](mailto:brenda.kai@edsf.org).

## FEARLESS FUTURES

Every year, a group of college students put their minds in warp mode and try to predict the future. Here are some of their prognostications:

1. Heated roads melt snow during the winter.
2. Voice activate or set GPS route and car drives itself.
3. All home appliances will have wireless power source.
4. There will be a cure for the common cold.
5. A microchip implanted in kids can be detected by satellite.
6. Personal robots do chores.
7. Why leave it to chance—build your mate from scratch.
8. Micro-robots will repair tissue at the cellular level.
9. All monetary transactions via identity chip.
10. TV will be holograms in the center of the room.
11. Anti-gravity cars, planes, and spaceships.
12. Due to online purchasing, malls close as retail outlets.
13. Smart walls allow variety of outdoor scenes.
14. Mutated strains of grass terminate growth at any height.
15. Adjustable prescription automobile windshields.
16. Programmable kitchens prepare meals.
17. A single pill provides all the nutrients needed.
18. Man-made vacation islands.
19. Think of someone and your thought will generate a message.
20. Vacations on the Moon will be possible.
21. Genetically-altered plants allow year round gardening.

## NARROW STATE OF U.S. BROADBAND

In 2000, the U.S. ranked fifth worldwide in broadband penetration, with 2.5 broadband lines per 100 residents. At the time, the No. 1 country was South Korea, with 8.4 percent penetration. By 2007, the U.S. had slipped to 22nd place, with 21.5 broadband lines per 100 residents, lagging behind countries such as Bermuda (36.7), South Korea (30.6) and Japan (22.5). Those statistics were compiled by Free Press for its 123-page report examining the current state of broadband in the U.S.

Not only do penetration rates lag, but service in America is also more expensive and slower than in many other countries. The average U.S. price is \$53 per month — more expensive than in 21 other countries — while average advertised download speed is 8.9 Mbps, slower than 13 others. Finland offers the cheapest service at \$31 a month (with advertised download speeds of 13 Mbps), while Japan offers the fastest downloads with an average advertised speed of 93.7 Mbps (for \$34 a month). The broadband advocacy group points to a decision by regulators (later upheld by the U.S. Supreme Court) to classify broadband as an “information service” rather than a communications service. ISPs no longer had to offer wholesale broadband to competitors — which dealt an immediate blow to third-party ISPs that relied on reasonable wholesale rates and “ensured that U.S. consumers would be at the mercy of a duopoly marketplace,” the report states. U.S. residents don’t have much choice in ISPs — either their telephone or their cable company.

# EDS*f*

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*Designer and print buyer*

*Fearless futures*

*Narrow state of broadband*

*Short takes*