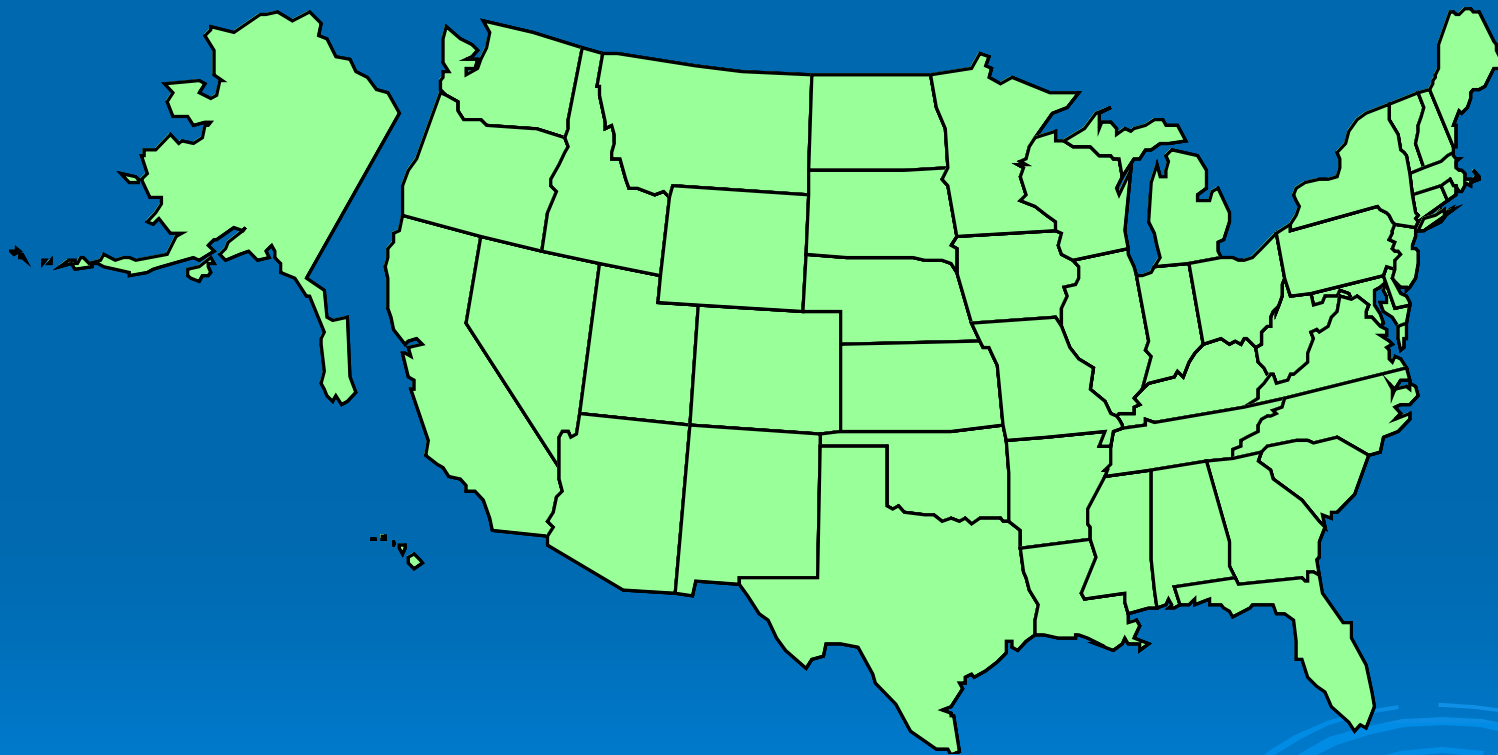



Graphic Communications Industry Facts



The Role of Printing Technology

The recording of visual images.

Major contributor to the advancement of civilization.

- a. Education**
 - b. Leisure time**
 - c. Manuals**
 - d. History**
 - e. Technology**
 - f. Advertising**
- 

Types of Printing Businesses & Markets

Businesses

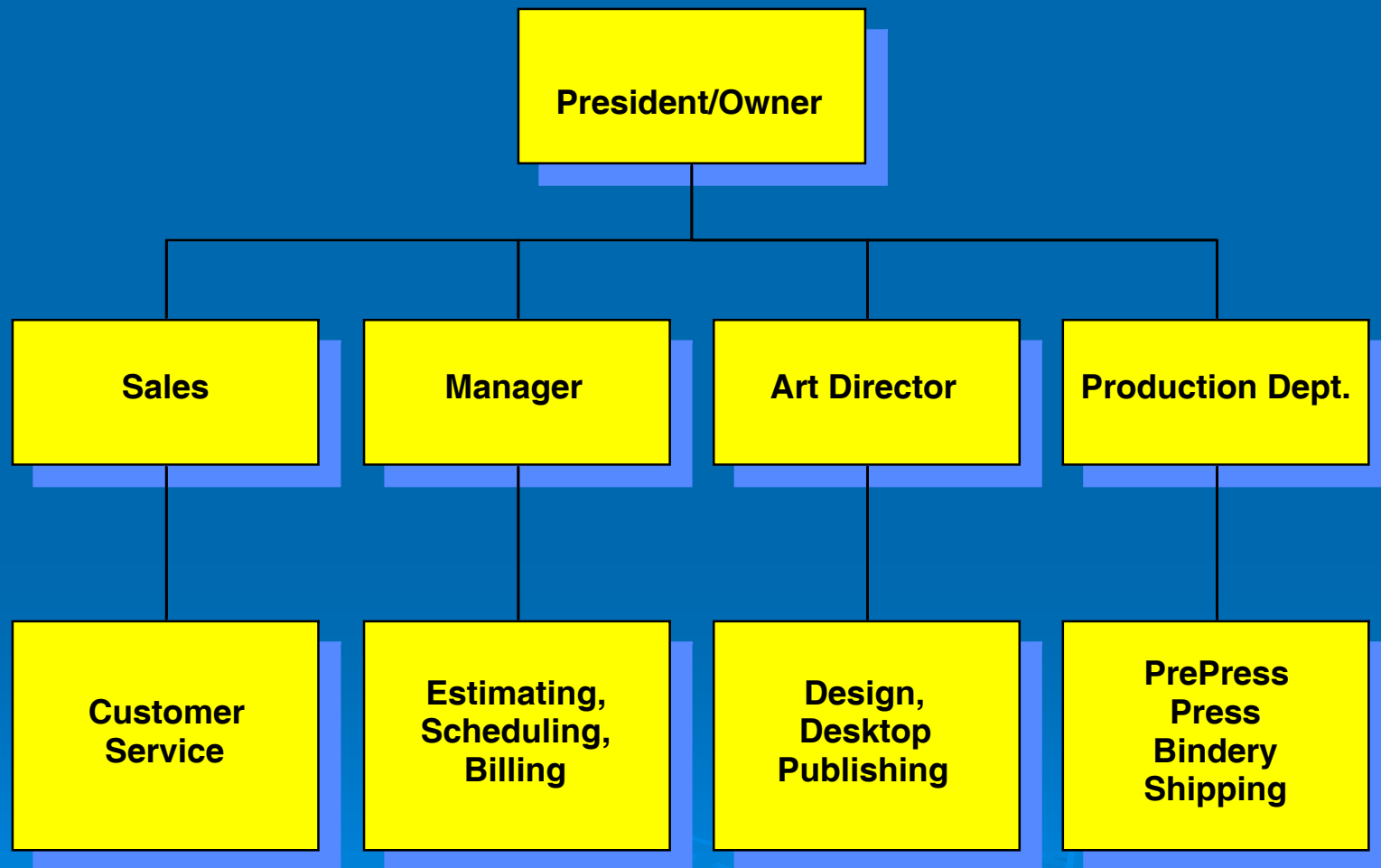
**Printers • Pre-press • Bindery
• Desktop Publishing
Design • Advertising • Sales • Service**

Markets

**Forms Printing • Label Printing • Books
• Magazines • Newspapers • Clothing Design
• Signs • Packaging**

The background of the slide features several faint, concentric circles in a lighter shade of blue, resembling ripples in water, located primarily in the lower right and bottom center areas.

Production Flow Chart



Graphic Communications Occupations

Desktop Publishing (DTP) - the process of creating printed documents, using page layout software running on personal computers and high quality printers. Wages: \$7.50 and up! Depending on skill level.



Design



Desktop

Graphic Communications Occupations

Pre-Press Area (*camera, *image assembly, proofing and platemaking) - Can be a single person in small companies doing each. In large companies each area would be a full time position. Wages: \$7.50 and up! Depending on skill level. (*no longer career paths!)



***Camera**



Scanner



***Image
Assembly**



Proof & Plate

Graphic Communications Occupations

Press Operator - Small offset press operator. Ability to print single and multi-color work. Maintain equipment. Wages: \$7.50 and up! Depending on skill level.

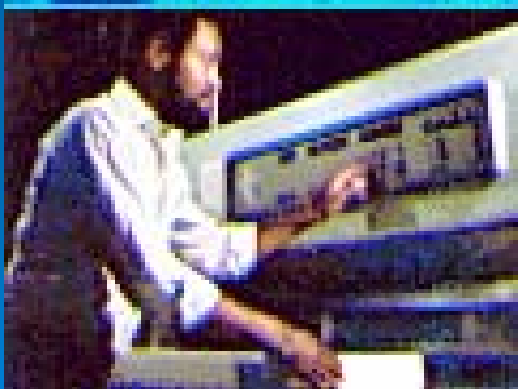


Press Operator

Graphic Communications Occupations

Bindery/Finishing Operator (cutter, drill, stitcher, padding, wrapping, collator) - Must be able to work each of the pieces of equipment listed. Wages: \$7.50 and up! Depending on skill level.

Other Occupations:



Cutter



Folder

Industry Facts

- In the U.S. Government's classification of 20 major industries, printing and publishing ranks first in the number of business establishments, with more than 36,000 firms. These businesses include printers and publishers of all kinds, packagers, metal decorators and manufacturers of equipment and supplies.

Industry Facts


- In addition, the graphic communications industry includes an estimated 25,000 in-plant operations run by large companies and institutions such as schools and government agencies's.



Industry Facts

- The industry employs more than 900,000 people, placing it sixth in the government's ranking of industries by number employed and in total dollar payroll (\$35 billion annually).
- The industry ranks second in dollar volume of shipments. \$174.4 Billion 2008
- The U.S. Bureau of Labor Statistics estimates that the industry needs 25,000 to 50,000 new workers each year.

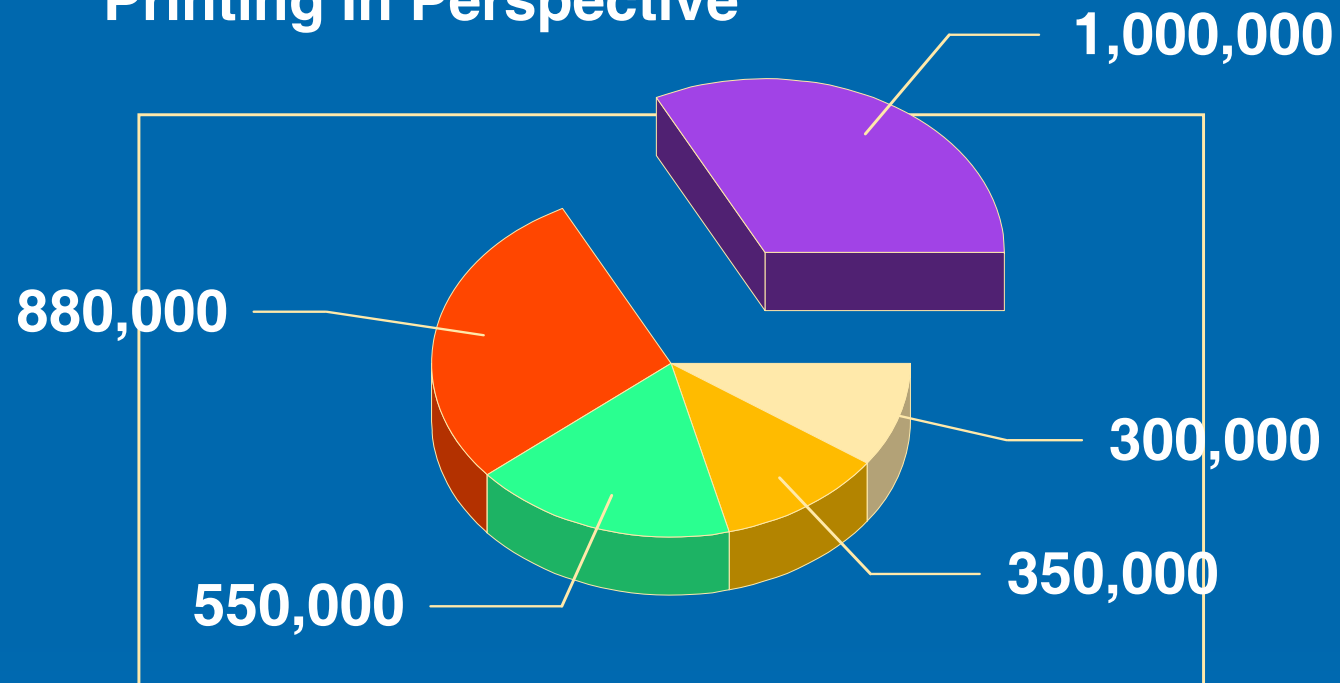
Industry Facts

- More than 80% of all printing plants employ fewer than 20 people, making the industry one in which rapid advancement is common.
 - Graphic communications businesses are located in every state and city and in most small towns.
- 

Industry Facts

- Wages in graphic communications are above average for manufacturing industries.
 - The industry needs people with many different skills, including business management, marketing and sales, technical, mathematical, scientific and engineering; creative and artistic; research and education.
- 

Printing In Perspective



■ Printing ■ Auto ■ Electronic ■ Steel ■ Aircraft

- Global Picture —

- • China has over 92,000 printing plants and 71,000 copy shops.
- • From 2001 - 2003 China imported 2,400 sheetfed presses and 540 web presses.
- • One in three US printers lost a job to a foreign competitor in 2003.