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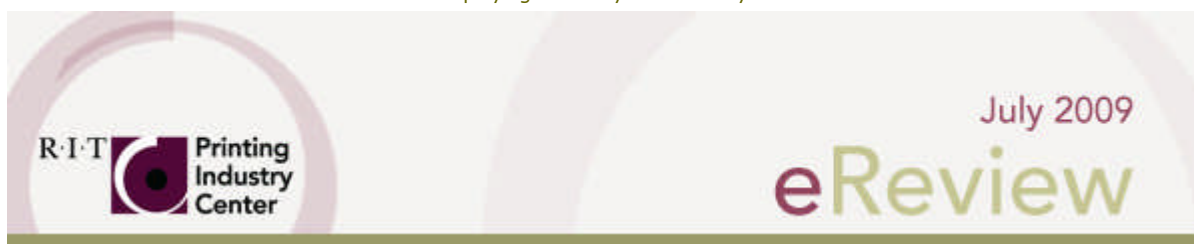
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July 2009
eReview

Center Spotlight

Are you an alumnus of RIT or CIAS? Do you work in the imaging or graphic arts industries? Then why not reconnect with RIT and fellow alumni? Look below to see some upcoming CIAS alumni events!

CIAS Medical Illustration Alumni Reception
(Richmond, VA) - July 31
Register Now!

Print '09 Alumni Reception
(Chicago, IL) - Sept 14
Register Now!

The 25th BIG SHOT 2009 - Smithsonian National Museum of the American Indian (NMAI) *(Washington, DC)* - Sept 26
Register Now!

To find out about more alumni events, visit the RIT Alumni Association website!

About the eReview

The *eReview* is a monthly publication of the Printing Industry

Printing Industry Center Launches New Website

This month we are taking a break from our research summaries to report on the changes and upgrades made to the **Printing Industry Center's redesigned website**, which launched today!

The website now features a new, clean look and feel, and several new features have been implemented to enhance the user experience. (You can also read about the site updates online here.)

As you may have noticed, the design for our eReview has changed as well in line with the new site design! We hope you like it. The new eReview features are discussed after the information on the site features in this email.

Key features of the new website include:

RSS Feed for News Items

RSS is an easy way to keep updated on the news that's of interest to you. Instead of having to go to websites to see if there's a new story or feature, you can use RSS (which stands for Really Simple Syndication) to tell you every time the news you want is updated.

If you are interested in receiving RSS updates from the Printing Industry Center, **click on the icon in the side menu of the Center's website** (see image to the right), and you will then be able to set up our RSS feed in your news reader of choice.

> **CENTER NEWS**
> FIRST COHORT OF XEROX PROGRAM SCHOLARS GRADUATES FROM RIT
> June 25, 2009, 9:02 am
> RIT'S PRINTING APPLICATIONS LABORATORY HOSTS FREE WEBINAR ON IMPROVING COLOR MATCH
> June 16, 2009, 3:05 pm

There are many news readers to choose from, such as the easy to use, web-based Bloglines and Google's Reader. News readers display RSS information feeds from your chosen websites on your computer. Here is a comprehensive list of news readers.

Manage Your Account Online!

You can now manage your account (subscriptions, contact information, etc.) easily from our website. In order to update your subscriptions, visit http://print.rit.edu/users/newsletter/

Center at RIT for registered Affiliate companies. Articles are also published in the quarterly printed publication *PrintReview.*

Forward this eReview.

Subscriptions
You are receiving this newsletter because you registered as an Affiliate of the Printing Industry Center.

Update your profile.

Unsubscribe from this list.

Contact the Center
Co-Directors:
Frank Cost and Pat Sorce

Communications Coordinator:
Ashley Walker
(Web site, publications, general info)

Mailing Address:
Printing Industry Center at RIT
College of Imaging Arts and Sciences
Rochester Institute of Technology
55 Lomb Memorial Dr
Rochester, NY 14623

Ph:
🇺🇸 ▾ **585-475-2733**
Fax: 585-475-7279

About the Center
Dedicated to the study of major business environment influences in the printing industry precipitated by new technologies and societal changes, the Printing Industry

Once there, input your email address as shown below:

AFFILIATE PREFERENCES

Email Address

user@companyname.com

Change Preferences

This will then show you your subscription preferences for the **eReview** and **PrintReview** communications:

AFFILIATE PREFERENCES

Preferences for user@companyname.com

eReview

The **eReview** is a monthly e-mail (middle of the month) that contains a summary of research conducted by Center researchers and/or SPM graduate students.

☑ → Yes, I want to receive the **eReview**.

PrintReview
The PrintReview is a quarterly printed newsletter (mailed 4 times each year) that contains research summaries and Center news.

To change your subscription preferences for the PrintReview, or to update your mailing address, please login here.

Update Preferences

In order to subscribe or unsubscribe from the **eReview**, check or uncheck the box next to "Yes, I want to receive the **eReview**."

In order to edit your contact information and your subscription preferences for the **PrintReview**, you will have to login using a password. (The username is your email address.) See the image below:

LOGIN
Login in to the Printing Industry Center
Username   user@companyname.com

Password   ••••••••

☐ Keep me logged in on this computer

Forgot your password? - Click here to get your password reset

Login

The first time you login, your password will be set to: **picsloan**

You will then see a page like the one below, where you can change your subscription status for the **PrintReview** and update your email

Center at RIT addresses the concerns of the printing industry through educational outreach and research initiatives.

Support for the Center comes from:

Sloan Foundation
Rochester Institute of Technology

Adobe
Avery Dennison
Democrat and Chronicle
Eastman Kodak Company
Hewlett-Packard
NewPage Corporation
NPES
Scripps Howard Foundation
U.S. Government Printing Office
VIGC
Xerox Corporation

address, contact information, and mailing address.

EDIT YOUR PROFILE

Change Password

First Name
Anon E.

Last Name
Mous

Email
user@companyname.com

Title
President

Company
Unknown Services, Inc.

RIT Alumni?
☑

Graduation Year
1954

You can also change your password by clicking on the "Change Password" link located in the side menu under the "Account Options" heading (see image below). **Please change your password after logging in for the first time!**

▶ **ACCOUNT OPTIONS**
EDIT PROFILE
CHANGE PASSWORD
LOGOUT

And that's it! Please make sure to login whenever you need to change your contact information.

Note: If you ever need to unsubscribe from any of our lists, you can do so by unsubscribing for either one of the communications once you're logged in.

Improved Searchability with Page Tags
Page tags are words or phrases that describe the content on a specific page, news item, or research item on the website. **In order to search for other content that has the same page tag as the page or item you are viewing, all you have to do is click the tag of interest and the site will show a search result for that tag** (see the images below for an example).

Clicking the page tag desired...

▶ **PAGE TAGS**
School of Print Media, CIAS

...leads to this page:

SHOWING TAG: SCHOOL OF PRINT MEDIA

Research Projects
- Test Targets 8.0

News
- RIT's Printing Applications Laboratory To Offer New Webinar Series
- RIT Expanding Focus on Printing Industry Education
- RIT Announces Additional Web Press Partners
- RIT Formally Dedicates New Heidelberg Web Press Laboratory
- RIT Grad Honored at drupa 2004
- Rob Curley presents Wizards of Ahhhs
- Digital Innovator from Xerox Wins RIT's Cary Award
- RIT's School of Print Media Establishes Gravure Research Library
- KPG Donates Cutting Edge Graphic Arts Equipment to RIT
- Andrew Paparozzi on The State of the Printing Industry
- RIT's Printing Applications Laboratory Unveils New Press Installation
- RIT School of Print Media hosts Gravure Day 2006
- RIT School of Print Media hosts Gravure Day 2007
- RIT School of Print Media hosts Gravure Day 2004
- RIT School of Print Media hosts Gravure Day 2005
- RIT School of Print Media hosts Gravure Day 2008
- RIT's School of Print Media Offers Certificate Program in Digital Print and Publishing
- RIT's School of Print Media Holds Naming Ceremony for Gravure Research Library
- RIT School of Print Media Revives Wayzgoose tradition
- Five Faculty Members in RIT's School of Print Media Named to Endowed

To view all of the tags on the site, click on the header "Page Tags" and you will see the "Tag Cloud" of all the tags used on the site (see image below).

Clicking the "Page Tags" header...

▶ **PAGE TAGS**
Printing Industry Center, industry studies, industry associations
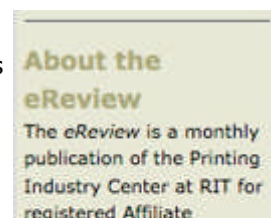
...leads to this page:

TAG CLOUD

CIAS Cary Press Charles Bigelow Data-Driven Print FAQ Frank Cost Frank Romano Franziska Frey GAA GEF Graph Expo Gravure Day HP Heidelberg Indigo Kodak Michael Riordan New Medium of Print Open Publishing Guide Open Publishing Lab Patricia Albanese Patricia Sorce Paul and Louise Miller Print Council Print in the Mix

Printing Applications Laboratory **Printing Industry Center** RIT Sandra Rothenberg **School of Print Media** Scott Williams Sloan Foundation Sunday 2000 Test Targets Twyla Cummings **US printing industry** VDP Xerox advertising agency awards benefits business models clearinghouse color management color reproduction consumer research corporations demographics digital asset management digital printing display technologies e-commerce eReview effectiveness emerging markets environmental **events** graduate coop gravure image quality in-plant printing industry associations industry conference industry education **industry partners** industry studies innovation insert advertising job satisfaction lean manufacturing marketing communications media trends **monograph** new media newsletters newspaper industry offset lithography offshoring organizational change package printing paper permanence pollution prevention premedia color presentation medium print advertising print media distribution print production print productivity print quality print sourcing printing

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Key features of the new eReview design include:

Easy Email Forwarding
Tired of forwarding HTML emails to colleagues only to see pictures missing and the design askew? Well, now you can prevent that from

About the eReview
The *eReview* is a monthly publication of the Printing Industry Center at RIT for registered Affiliate

occurring with our **"Forward this eReview."** link in the sidebar of this email. This will take you to an intermediate page where you can enter a colleague's email address to send the eReview with no translation problems along the way!

eReview

The *eReview* is a monthly publication of the Printing Industry Center at RIT for registered Affiliate companies. Articles are also published in the quarterly printed publication *PrintReview*.

Forward this eReview.

Subscription Management

Another way to quickly update your account is to use the **"Update your profile."** link in the sidebar of this email. This will redirect you to our website where you can edit your profile as described previously.

Subscriptions

You are receiving this newsletter because you registered as an Affiliate of the Printing Industry Center.

Update your profile.

Unsubscribe from this list.

In order to unsubscribe at any time, just click the **"Unsubscribe from this list."** link. This will redirect you to our website where you can unsubscribe from either one or both of the communications as described previously.

Conclusion

Next month, we will return to our research summaries with a review of a thesis by SPM graduate student Marianne Engum entitled "Implementing Lean Manufacturing into Newspaper Production Operations." **Until then, please log in to the website to make sure that your account is up to date!**

If you have any questions about the new website, please contact Ashley Walker, Communications Manager, at aswppr@rit.edu.

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