

inPRINT

What's happening at Print Services

Spring 2024 Newsletter

Baker Downtown Center

318 E. Broadway | 1296 University of Oregon | Eugene, OR 97403-1296

Hours of Operation

Monday - Friday
7:30am - 4:00pm

EMU Office Hours (Suite 36)

Second Tuesdays
10:00am - 12:00pm

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In This Issue

Outsource Highlight:
VR Goggles

Digital Highlight:
Center on Teaching and Learning

Personality Spotlight:
Digital Print Tech

Educational Highlight:
Mastering Bleeds and Margins

Technology Highlight:
Xerox Iridesse

Did you know?

Mail Services has separated from Print Services and is now located at 1295 Franklin Blvd #130. If you have questions regarding your campus mail, UPS, FedEx or outgoing USPS mail please contact them at 346-3130 or send an email to: uomailing@uoregon.edu.

Supporting Research Through Partnerships

In 2016 Print Services in partnership with the Center on Teaching and Learning began producing and distributing teaching materials to K-8 schools across the country.

About CTL

The Center on Teaching and Learning (CTL) is a world-class research center at the University of Oregon that uses scientific evidence and research-based practices to advance teaching and student learning.

One of the largest research centers at the University of Oregon, CTL was established in 2000 as part of the College of Education. The College of Education at the UO is one of the highest-ranking graduate schools of education in the country. As part of the College of Education, CTL has contributed significantly to this ranking through its active research projects.



The Center on Teaching and Learning's world-class staff have developed a suite of innovative products with a special focus on grades K-8 and struggling learners.

The suite of innovative products as aforementioned are printed and distributed by Print Services.

A Duck's Eye View: UO360 Provides New Students VR Tour of Campus

It's only natural for new Ducks to feel nervous about leaving the nest for the first time, but with the help of UO360, an immersive "build-your-own" VR goggle experience, admitted students can get a head start on finding their way around their new home.

The project, a collaboration between Student Services and Enrollment Management (SSEM) and Print Services, provides incoming freshman and transfer students with the opportunity to explore the UO campus, inside and out, using their own smartphones and the UO360 App. Each student receives a custom box with a set of expandable goggles and instruction card. Once the goggles are assembled (in three easy steps) and the UO360 App downloaded, a smartphone is used to create a viewfinder through which the student is dropped into a virtual reality exploration of campus. With 21 unique locations across campus, they can fly above the UO skyline, check out panoramic views of Autzen Stadium and the EMU, and even go courtside at Matthew Knight Arena.

As the end of each year approaches, the graphic design team at SSEM, in coordination with Print Services, works to update artwork and packaging to provide a unique piece for every incoming flock. "Each year, we take the opportunity to make improvements," says Leah Olson, Senior Graphic Designer at SSEM since 2021. "Our goal is to create something sleek, silly, and memorable that informs and delights future Ducks and their families. Last year, I had the honor of updating the illustration to better represent everybody's favorite Duck. This year we had to resize the goggles to accommodate larger phones, and we reintroduced an outer mailer box to better protect the precious cargo in flight (aka the mail)."

Different styles of packaging are explored, and prototypes are tested to ensure that all pieces fit snugly together for mailing to students. Ink drawdowns are conducted and proofs are reviewed by the team to judge print quality and verify that all pieces adhere to UO branding guidelines. Once the necessary approvals are received, printing of the new packaging moves forward on a Flexo press. The full run takes approximately 6 hours, with quality checks being performed at regular intervals. Once the ink has dried, the boxes are loaded onto pallets and delivered to Print Services for assembly and fulfillment.

Now in its seventh year, the UO360 mailing is Print Services' largest and most anticipated "all hands on deck" winter project. Each



January over 35,000 boxes, goggles, and cards take over the shop as staff from all departments at Print Services attempt to make quick work of their assembly. Boxes are carefully folded by hand, goggles and instructions are inserted, and the entire package is taped shut to ensure safe transit to each student. Mailing labels are applied to each unit, and sacks of boxes are loaded onto pallets for delivery to the Post Office. Once they arrive at their destination, the new Duck can spread their wings and take their first flight of many through their future home!



Greetings from the University of Oregon's Print Services Team!

We are thrilled to introduce our very first edition of the Print Services Newsletter called, "inPRINT", a vibrant new platform designed to keep you informed, engaged, and connected with the latest from our world of printing and beyond.

With this inaugural issue, we celebrate over 130 years of commitment to excellence in printing and service. Our journey has been fueled by a passion for innovation and a dedication to meeting the diverse needs of our university community. From faculty and staff to students and campus organizations, our goal has always been to bring your creative visions to life through high-quality printing solutions.

Through "inPRINT," we invite you into our world where innovation meets tradition, quality intertwines with creativity, and every print tells a story. We're here to support your projects, guide your choices, and celebrate the remarkable work we do together.

We are proud to be your one-stop shop for all your printing and distribution needs. Thank you for being a part of our community. We hope you find inspiration and value in each edition of our newsletter.

Happy Reading!
The University of Oregon Print Services Team

Commencement is just around the corner!

Watch for more information from University Communications during Spring Term.

Personality Spotlight: Tiera Allen, Digital Print Tech

Get to know our team! Each quarterly newsletter will highlight one of our staff.

Q. What's your favorite print project you've produced in your time here?

My favorite project is a personal one, where I wanted to decorate the print room with posters that we have printed! So I went through past orders, printed a copy of any cool posters that I found, and tacked them to the wall. Now, whenever I see a cool poster come through (shout out to School of Music and Athletics!) I will print an extra copy and add it to the wall. If you have a cool poster that you print through Print Services, it could also end up on the wall!

Q. What are your favorite aspects of your current role? Biggest challenges?

My favorite part of my job is seeing all the cool events and projects that are happening around campus. The biggest challenge is managing my workload when campus is popping! Sometimes so many events are going on at once that there is a high demand for print materials and it can be a little stressful getting them all out at once.

Q. What do you like to do outside of work?

I love to spend time in nature! Specifically, I'm a big fan of summit and waterfall hikes in the area. You'll usually find me making TikToks and fine art photography of my adventures. I'm also currently learning to rock climb, swing dance and crochet. In my down time I play an FPS shooter called "VALORANT" with friends and enjoy watching a good Netflix series.

Q. What are some fun facts about you?

I was born with a bilateral cleft lip and palate that required over two dozen surgeries by the time I was 10 years old. I played soccer for 13 years. I trained Muay Thai for three years, participating in my first amateur fight in Tacoma, WA the day before COVID-19 shut down the state and turned into a pandemic. I had a cat for 14 years (who passed away in August) and have another 10-year-old cat that still keeps me company.



Edge to Edge: Mastering Bleeds and Margins

Bleeds and margins in print design are fundamental to print quality. A bleed is a design that spills over the edge of the final print size, ensuring that color or imagery extends to the paper's edge post-trimming. Equally important are margins—the spaces between the content and the physical edges of the page. Proper margins ensure that text and critical design elements aren't inadvertently trimmed off or lost in the binding of a booklet.

How do I get my design to print to the edge?

Most commercial printers cannot print to the edge of a sheet of paper. Instead, we print on larger "press sheets" and then cut your design out, removing 0.125 inches from each side of the paper in the process. This removed border is called "bleed."

Can't you cut my design out right at the edge?

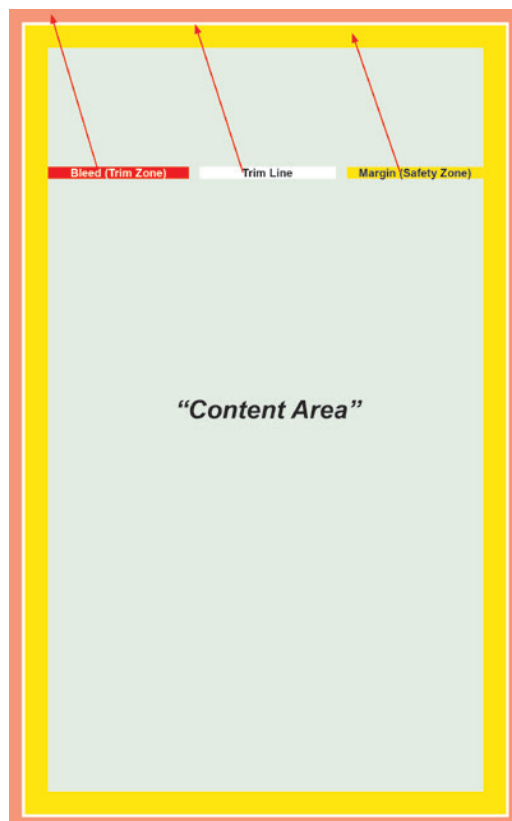
If you flip through a stack of prints before they are trimmed you will notice that the position of each image varies slightly from sheet to sheet. If we were to trim the stack based on the edge of the design on the top sheet, any shifted images below could have some of the unprinted press sheet still hanging on. To avoid this, we cut into the bleed of the artwork. Intentionally adding this "to-be-removed" bleed into your design gives us something to cut into while leaving your intended design unaffected.

OK, I get it now. How do I add bleed?

The bleed in most design programs can be set by accessing the Page Setup or Document Properties. Set the bleed to 0.125 inches for all four sides and hit OK. You should now see a box appear around

your document. Extend your artwork out to this box, knowing that it is what we will trim away after printing. Remember that it's always a good idea to keep any important content inside a safety margin, at least an additional 0.125 inches away from the final, trimmed edge.

Preview your work before printing and include bleed settings and crop/trim marks in the PDF export options. For specific guidance, consult the University of Oregon's Print Services Team to ensure your project meets institutional and industry standards. We look forward to helping you with your next print project!



Elevating Print Capabilities: The Xerox Iridesse Press Revolution



The arrival of the Xerox Iridesse Production Press to Print Services marked a significant leap in our digital printing capabilities. This advanced technology is not merely an update—it's a transformative tool that can revolutionize how we present our academic and creative endeavors.

The Iridesse is uniquely equipped with six-color printing technology, allowing the inclusion of metallic gold, silver, white, and clear inks. This means you can now include an added layer of sophistication and attention-grabbing detail to your print projects.

The Xerox Iridesse Production Press is more than a piece of equipment—it's a statement of our commitment to quality, innovation, and excellence. It empowers us to turn ordinary printed materials into extraordinary representations of our vibrant campus life and the groundbreaking work we do here. The Iridesse stands ready to ensure our message is delivered with the highest visual impact.