COLOR LOGIC ®

Special Effects for Print™

Color-Logic makes the Color-Logic Design Suite available to selected accredited graphic arts curricula, where the new generation of graphic designers is being trained. The following story is about one of these schools, an enthusiastic instructor, and a highly motivated student. Color-Logic is proud to have been involved in their success.

The School: Central Piedmont Community College

Community colleges play an important role in the education of youth today. While universities like Harvard and Stanford and Stanford are constantly in the news, community colleges diligently work to train hard-working students in trades that may not require a baccalaureate degree to earn a decent wage.
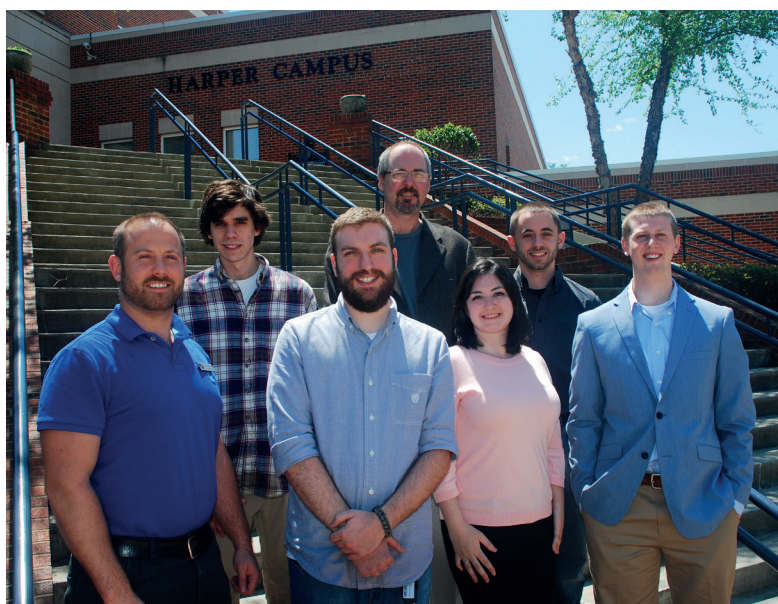
One of these is Central Piedmont Community College – known as CPCC – an institution offering two-year associate degrees to students in the Charlotte, North Carolina, area of the United States. A key curriculum at Central Piedmont is a comprehensive graphic arts program. And although schools like Clemson, Cal Poly, and Western Michigan seem to get all the graphic arts publicity, students from schools like CPCC never suffer for lack of career opportunities in the printing industry.

Central Piedmont Community College

The Instructor: Zachary Blackburn

Any school would be fortunate to have an instructor like Zach Blackburn, who specializes in flexography and color management. Blackburn graduated from CPCC, and went on to get a bachelor's degree in graphic arts from Appalachian State University before joining the CPCC faculty 12 years ago. He strives to stay on the cutting edge of the graphic arts, and has all FIRST certifications offered by the Flexographic Technical Association. Most of his teaching assignments involve flexography, but Blackburn also presides over Advanced Illustrating, Color Management, and Advanced Screen Printing courses.

Blackburn trains his students for the Phoenix Challenge, a competition in which high school and college students demonstrate their flexographic skills during 2½ days of rigorous testing that includes operating a flexographic press, prepress, platemaking, written knowledge, and flexo math skills. At the 2015 Phoenix Challenge competition, Blackburn's Central Piedmont students finished fourth against major universities such as Clemson. One element in Blackburn's toolbox is the

Zach Blackburn (top center) with CPCC students at the Phoenix Challenge competition

Color-Logic Design Suite, which he sees as a good learning tool because the software requires students to have all their color curves set properly before the printing occurs. He next intends to explore using the Color-Logic process in a screen printing class.

The Student: Mike Stornaiuolo

Mike Stornaiuolo came to Central Piedmont Community College in 2013 as a nontraditional student, delivering pizza at night and spending his days learning graphic arts in pursuit of a new career. At school, Stornaiuolo developed an immense passion for flexography. He learned the process from A to Z and twice has served on the CPCC Phoenix Challenge college competition. He also was president of the CPCC Student Club – an unusual honor for a nontraditional student.

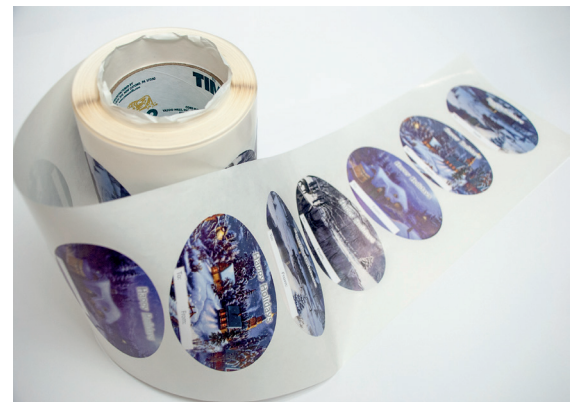CPCC Instructor Zach Blackburn makes an adjustment

Mike Stornaiuolo (L) and Zach Blackburn proudly display their awards

Ever eager to learn, Stornaiuolo took immediately to the Color-Logic Design Suite, a creative tool simplifying the design of metallics for printing. In one of Blackburn's class projects, Stornaiuolo produced a series of to/from holiday gift labels, designed and separated using the Color-Logic software. Before printing the actual project, he conducted two separate fingerprint press runs, one for the process color and another for the spot silver color. He then created custom curves in the school RIP. His design was printed on the laboratory press at the school, and entered in a competition sponsored by the Printing Industries Association of the Carolinas, where it was awarded first prize in the student division. Says Zack Blackburn: "Mike Stornaiuolo will soon be a great addition to a flexography company."

The Software: The Color-Logic Design Suite

Metallic designs are a perpetual problem in the printing industry. They can be difficult for graphic designers to visualize and expensive to print. In the printing plant, producing metallics often requires inventorying various metallic ink colors, and frequently necessitates reprinting to achieve what the designer had in mind.

Mike Stornaiuolo's award-winning Color-Logic labels

Nobody likes how much metallics traditionally cost. The problematic nature of metallics led Mark Geeves, a color expert with software experience, and Richard Ainge, a graphic designer with a penchant for metallics, to develop the Color-Logic process – a proprietary technique for printing more than 250 metallic hues with just five ink colors. To learn more about Color-Logic and how it can make your work sparkle, log on to **www.color-logic.com**.