

Xerox Corporation offers our customers an innovative array of services, solutions, and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products, and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit www.xerox.com/service.

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Case Study

Results
you can
measure.

The magazine's production cost about six times less than offset.

All-digital workflow processes halved the magazine's production time from two weeks to six days and cut the workflow process to just three steps.

The simplified production process permitted the students to devote more time to creative work and to make changes until very near press time.

"On-press" proofs were provided from the same machine that performed the production run, permitting designers to see exactly how colors would look on-press.

The Xerox iGen3[®] Digital Production Press provided print image quality comparable to offset.

The finished magazine enabled the students to demonstrate their vision precisely to school administrators, helping them gain consideration for funding as an ongoing campus publication.

The approach transformed a class project into a real-world experience that motivated the students to perform at their peak.

Students at **Parsons The New School for Design** created and produced a 52-page campus-life magazine in just eight weeks working with Global Document Solutions using digital workflow and GDS' Xerox iGen3[®] Digital Production Press.



Parsons The New School for Design

Parsons The New School for Design, a division of New School University, New York, is one of the best and largest colleges of art and design in the United States, with about 2,400 undergraduate students, 500 graduate students, and 2,500 non-degree students from all 50 states and from 60 countries.

Web site:
www.parsons.edu



Global Document Solutions Corporation

Global Document Solutions (GDS), with headquarters in New York, is a comprehensive document company offering complete document management services. GDS specializes in bringing innovative document solutions to its clients, improving document workflow, streamlining document distribution through multi-media channels and providing cost-saving efficiencies.

Web site:
GlobalDocSolutions.com



The Challenge

1

“The students were crestfallen when they realized they couldn’t raise the \$12,000 they needed for offset printing, and they didn’t want to settle for comps.”

Michael Josefowicz, Acting Associate Chair,
Communication Design Department, Parsons The New School for Design



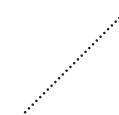
For their required project in a Language of Production class, a team of nine Parsons sophomores planned to develop, finance and publish a campus-life magazine that would be the only school-wide publication dedicated entirely to the voice of the student. However, estimates for printing on offset were too high—about \$12,000 for a run of 5,000—and the turnaround too slow for them to deliver a final project during their eight-week class session. Still, they didn’t want to settle for one- or two-color printing or a mock-up, because they hoped to secure school funding to make the magazine an ongoing campus publication. Showing the school administration an already-distributed, high-quality, finished showpiece would present their strongest case, they believed.

The Solution

2

“The creation of *PS Magazine* over an eight-week period was made possible by the Xerox iGen3® Digital Production Press and digital workflow.”

Roy Zucca, Adjunct Professor, Parsons The New School for Design



Global Document Solutions Corporation quoted the printing of the magazine on a Xerox iGen3 Digital Production Press at a cost of less than \$2,000 for a run of 150. The students believed they could raise that amount selling ads. In addition, the iGen3 enabled a nearly all-digital workflow—digital photography, Adobe® PDF files for proofing and print submission, and the iGen3 for on-press color proofs—that provided the fast turnaround needed to meet the eight-week deadline. The print quality compared favorably to offset, giving the students a high-quality showcase. The student team did much of the publication’s writing, photography, ad sales, design and layout, and developed and managed a network of contributors for the rest.

The Benefit

3

“You don’t get proofs from the iGen3, you get ‘samples.’ That alleviates a lot of aggravation in graphic arts communications about what colors will look like on-press.”

William Martin, Managing Director, Digital Color Sales,
Global Document Solutions Corporation



The student team raised \$1,700 in advertising to cover nearly the entire printing cost. Only three workflow process steps were required—submitting print-ready PDFs, reviewing on-press print samples and printing the production run—cutting the magazine’s production time in half, from the two weeks it would have taken with traditional processes to six days. Color proofing was performed with actual print samples from the production press, eliminating the need for proof simulations while boosting confidence in meeting color targets. The 52-page first issue was delivered on time and spoke for itself when presented to the school administration for future funding. *PS Magazine* has since had a second issue and is being considered for funding as an ongoing publication.