Building a color press requires sound science — and getting the most out of it takes an artist with attitude. A new book on designing for digital color presses explores both aspects of the process. The Art and Science of Digital Printing: The Parson’s Guide to Getting It Right is a collaboration between the Xerox Corporation and the students and faculty of the Communication Design Department at the Parsons School of Design in New York. Xerox’s Michael Riebesehl probes the science of digital color, and Parsons students demonstrate lessons learned while creating such novel print pieces as a shower curtain. The book is available at Xerox Innovate ’05 events and from Xerox Premier Partners that have Xerox iGen3 Digital Production Presses.

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