



SONOCO
INSTITUTE
CLEMSON® UNIVERSITY

Proofing and Visualization Seminar

Location: Harris A. Smith Auditorium

Day 1

8:30 Program Overview and Introductions

9:00 A Brief History of Proofing and Prototyping

A comprehensive look at where we've been and where we're going in terms of how printing and packaging intentions are communicated between supplier and customer.

10:00 Break

10:15 The Marriage of Structure and Graphics

How structural and graphic design come together, and how that accelerates the proofing workflow.

11:00 Advanced Rendering Techniques

A deeper dive into 3D modeling applications for packaging.

12:00 Lunch

1:00 Virtual and Augmented Reality Applications

How can our cell phones and video game technology assist us in visualizing packaging?

2:00 Breakout Sessions (Split Groups, Rotate 1 Hour Sessions)

Session A: Building Interactive 3D Packaging

Attendees will go hands-on and customize their own package in 3D.

Session B: VR CUshop: Virtual Store

Experience Clemson's virtual reality shopping research platform.

Session C: Softproofing and Monitor Calibration

Learn how to properly calibrate your monitor for softproofing.

5:30 Group Dinner

Day 2

8:30 Color Managed Proofing

A thorough walkthrough of how to create a color managed proof, including substrate selection, calibration, maintenance, and more.

9:45 Speciality Proofing

Beyond process and spot color, how to proof metallics, white, gloss, and beyond?

10:30 Break

10:45 Tour of Sonoco Institute

Demonstrations in Prototyping Lab

12:00 Lunch

1:00 Breakout Sessions (Split Groups, Rotate 1 Hour Sessions)

Session A: Color Managed Proofing

A demonstration of creating and verifying a color managed proof.

Session B: How It's Made - Prototyping Showcase

An engaging "How It's Made" session on complex prototyping.

Session C: Eye-Tracking in Packaging Design

Creating the prototype is great, but how do consumers respond?

5:00 End of Day

Day 3

8:30 Brand Perspective: Needs and Requirements

How do brands currently managed the approval of new graphics and packaging, and how is this changing? Hear a brand perspective on meeting these demands in an ever-accelerating world.

9:45 Break

10:00 CxF Overview

How can the Color Exchange Format (CxF) be leveraged to manage your brand color?

10:20 Managing Brand Colors Through the Supply Chain

Once your brand is in production, how is color managed across suppliers and mediums?

11:00 Measuring Non-Color Attributes

Measuring color is easy. How about gloss? Metallics? Effect coatings?

12:00 Adjourn