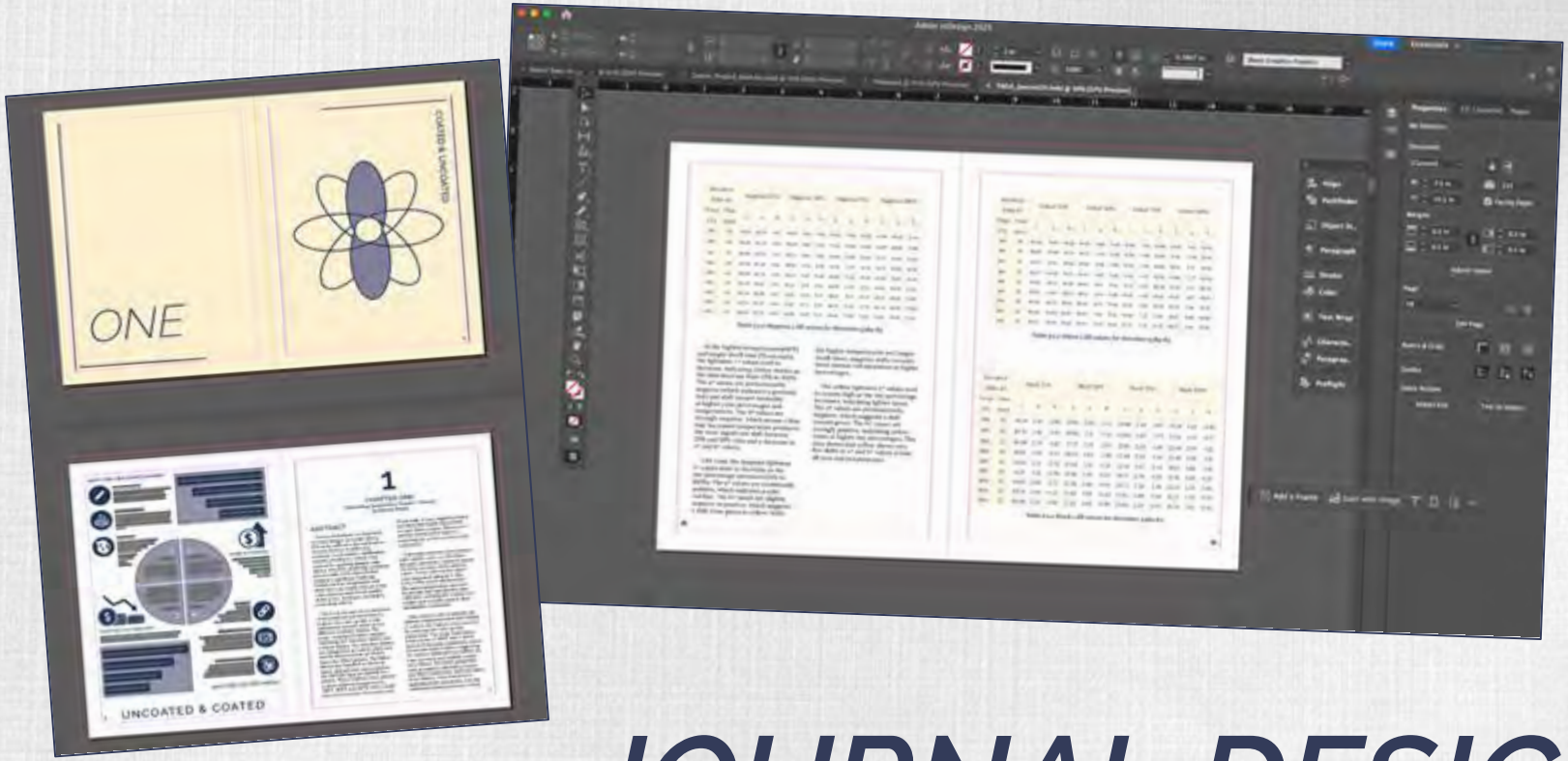
TEXTURES

Elevating the Art of Print

Clemson University TAGA
2024-2025

Our Inspiration

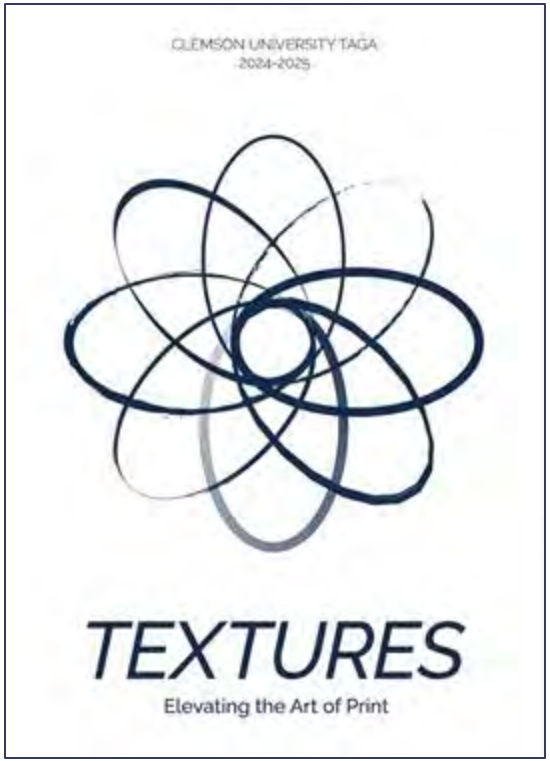


JOURNAL DESIGN

Cover:

Features our logo, a spirograph with variations of textured lines. It is not only visually captivating, but reflects modernism in design.

Our title and TAGA chapter are included in our primary font family, Raleway.



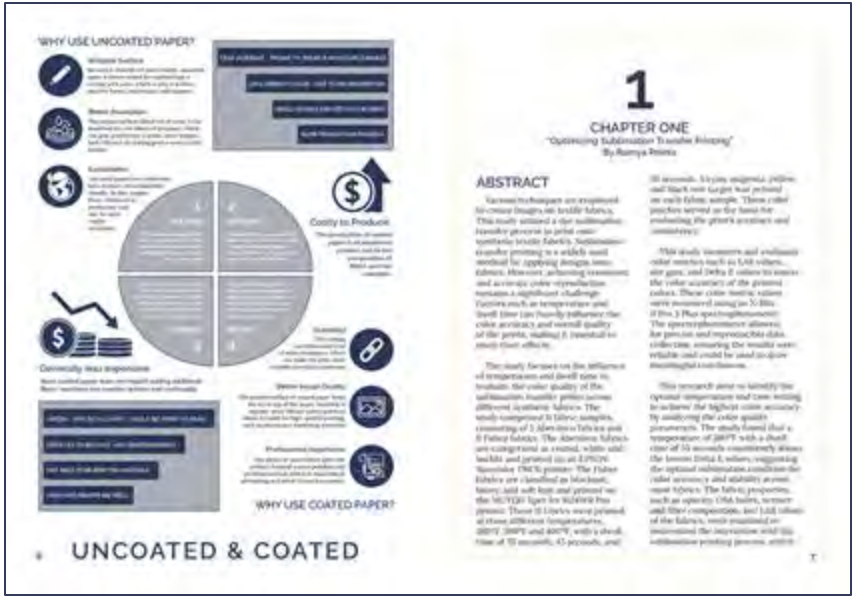
Main Challenge:

Ensuring the variety of textured lines that make up the spirograph would be able to be printed successfully on linen substrate.

Pages:

Chapter content was laid out into two columns, with the heading and title centered at the top of the page.

We included an infographic that details about each finishing process and how they elevate and provide a tactile element to printed pieces.



Main Challenge:

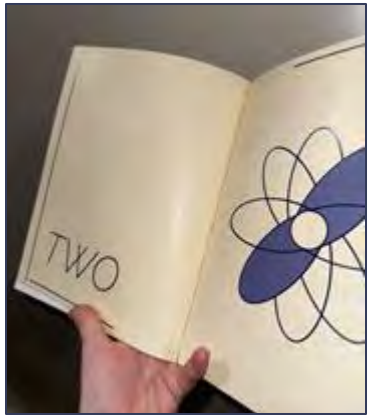
Ensuring the theme and style of our journal was consistent throughout, including layout, colors, and fonts.

JOURNAL PRODUCTION

Pages:

Our journal pages were printed using the Konica Minolta on 11x17 Cougar Opaque 80lb Text paper.

We impositioned our pages using a 2-up duplex for a more efficient production run and to reduce paper waste.



Main Challenge:

We intended to print the pages using our HP Indigo. However, during our production period, it remained down for multiple weeks. The Konica Minolta allowed us to print the pages and stay on track during production.

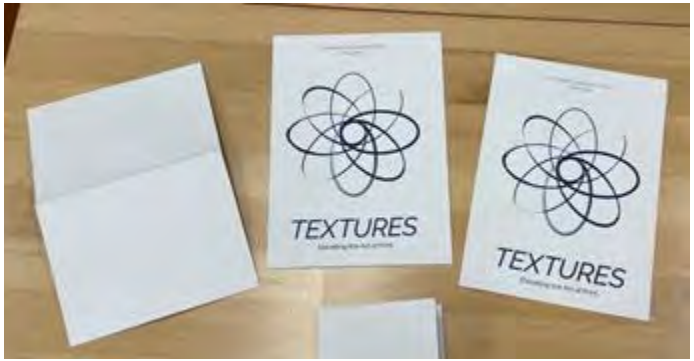
Covers:

We printed the cover design on linen-textured paper using the HP Indigo 7900 Digital Press. Each cover was then glued to cardstock for improved thickness and durability.

The covers were creased using the Mimaki CFL-605RT Plotter for consistency before binding.

Main Challenge:

Ensuring consistency across covers during the gluing process and preventing defects, including air bubbles and non-glued areas.



Binding:

The pages and covers were perfect bound using the Fastbind Elite XT binding machine. Once dry, the 70 books were trimmed down to size using the Polar 78 Guillotine cutter.

In addition to creasing the covers, we used a handmade creasing block to prepare for the binding process.

Main Challenge:

Preventing cracking in the spine during binding and ensuring proper adhesion.

T-SHIRT

Design and Production:

We created a cohesive and visually appealing design that incorporated texture throughout. The shirt features both a front and back design and highlights the location of this year's Conference.

The print process used was Direct-to-Garment, which involved pre-treatment, printing a digital image directly onto it using water-based inks, and curing the ink to create a durable, lasting print.

Main Challenge:

Determining the plate height for the DTG printer to ensure the highest quality print results.


TAGA at Clemson
Intro
OUR APPROACH
Our Team
Gallery


TAGA at Clemson
Our Team
Approach
Gallery
THINKING ABOUT TEXTURE
Uncoated and Coated
Course and Sleek
Engraving and Embosing
Foil and Matte

WEBSITE

Design and Production:

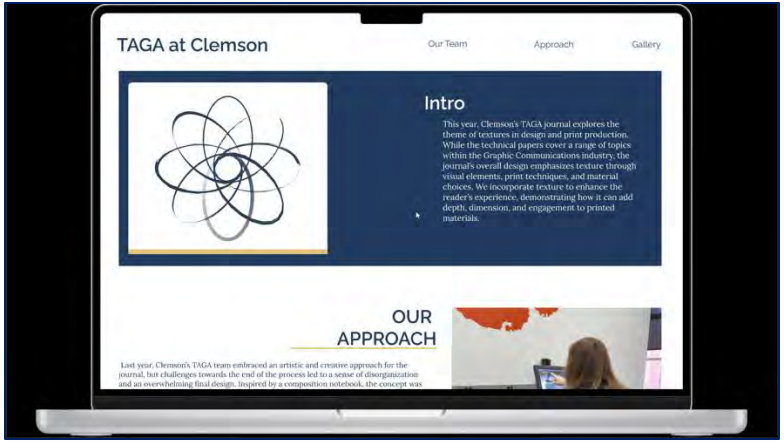
Two versions of our website, a desktop and a mobile version, were created in order to attract a variety of audiences.

We took careful consideration in making sure that it was easy to navigate and visually appealing for those who may have trouble reading digitally.

Main Challenge:

Creating a visually appealing navigation and making it to where the corresponding page would be reflected with a yellow bar in the navigation.

Desktop Prototype:



Mobile Prototype:

Link: https://www.figma.com/proto/kSqWChd0LVY2XovhGJEDoS/TAGA-Website?node-id=154-15&t=4H7ec8Yt8SuupWKL-1