

## Applying Surface Effects

### Task

In this exercise we will add finishing effects to certain areas on a design. In Package Designer, the following finishing effects can be applied to a design:

- **Backing** A process in which two sheets of paper — backing paper and printing paper — are glued together to ensure that the packaging is solid enough and that the printing is of the required quality. The resultant material combines the properties of its components. Backing is used when packaging is produced that will hold heavier goods.
- **Color print** Printing of text or image in colors other than black and white.
- **Varnishing** The application of film-forming substances onto surfaces for the purposes of protection of the surface or for aesthetic effects.
- **Partial foil stamping** The application of colored or metallic substances onto a solid surface (paper) as part of the printing process. The pattern of the applied substances is printed on the paper.
- **Lamination** The addition to paper of coating substances that give it extra physical strength and smooth surface.
- **Special ink print**
- **Imprint** effects (embossing and debossing) The creation on a surface of raised (embossed) or recessed (debossed) relief effects.

### Where and how to apply effects

Finishing effects are applied onto objects by means of process layers, which define the appearance of the surface processes. The effects can be applied onto:

- The entire area of a drawing (backing and laminating).
- An individual layer (the surface effects is applied to all the objects in the layer).
- A specified spot color (the surface effect will be applied to the objects in this spot color regardless of the layer to which they belong).

### Exercise description

We will create the finishing effects Imprint and Foil Stamping to some areas on the design's surface.

### Creating finishing effects (processes) by spot color

1. Open the file Finishing Effects Exercise.ai. The file can be accessed from C:\EngViewWork5\EngView Samples.

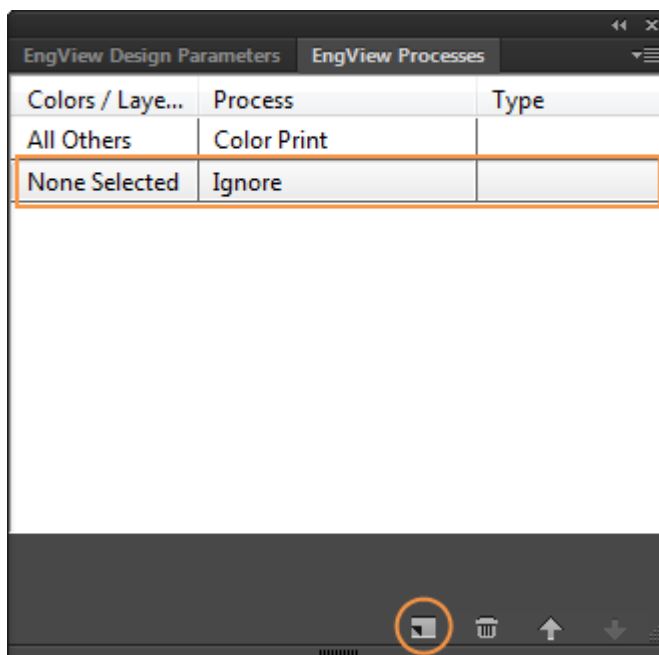
In this project we see an already created graphic design, which has two artwork layers: Elephants and Layer 1.

We start by creating finishing effects onto the two Elephants inscriptions (in Layer 1). Since Layer 1 contains also other object, we will mark the two inscriptions by applying a spot color to them.

2. In the image, select the two inscriptions “Elephants” and apply a spot color to them.

NOTE: You can use predefined spot colors (in the **Swatches** panel) or create your own as we can see in the video — Pantone 121C.

3. On the **EngView Processes** panel, click **New Process** .

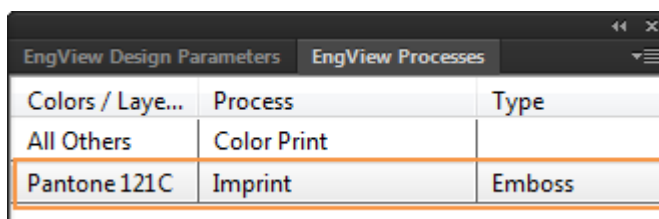


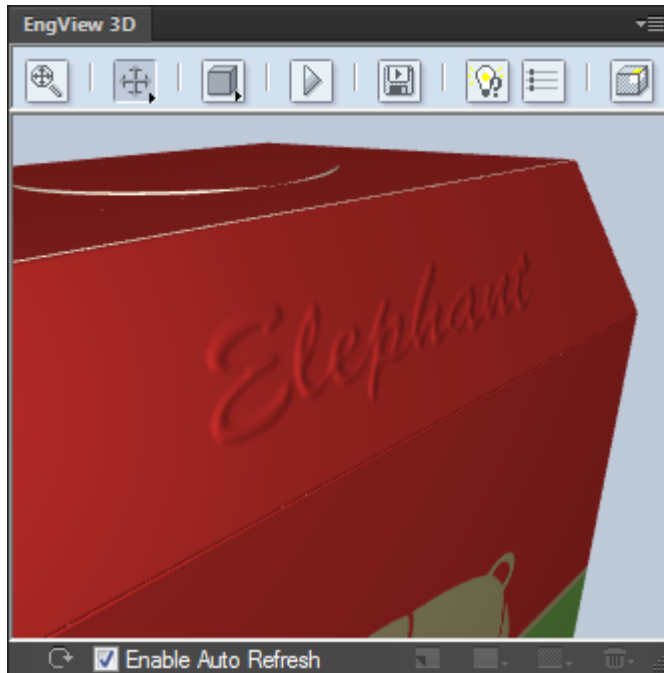
A new record — None Selected — appears in the table of processes. In this record we will specify the process.

4. Click the **None Selected** box, and from the list that appears select your spot color from the **Spot Color** group.


5. In the **Ignore** box of the **Process** column, click, and then, from the list that appears, choose **Imprint**. This is process that we will apply to chosen spot color.

6. In the **Type** column, select **Emboss**.





*The effect is immediately visible in the EngView 3D panel.*

NOTE: The effect will not be immediately visible if in the **EngView 3D** panel **Enable Auto Refresh** check box is empty, in which case we need to click the Refresh button . Bear in mind that the automatic refresh may slow down your work, especially when the job at hand involves a greater number of graphics. If that is the case, it is better to turn off this functionality and update the 3D visualization manually by clicking the refresh button.

COMMENT: The two inscriptions are now embossed but are not in color. This is the case because when a finishing effect has been applied to an object, the color print process — it is applied by default — no longer applies to it. To make the two Elephant inscriptions in color again, we need to create a new color print process for them.

7. On the **EngView Processes** panel, click **New Process** .

COMMENT: A new record — None Selected — appears in the table of processes. In this record we will specify the process.

8. Click the **None Selected** box, and from the list that appears select your spot color from the **Spot Color** group.

9. In the **Ignore** box of the **Process** column, click, and then, from the list that appears, choose **Color Print**. This is process that we will apply to chosen spot color.

### Creating finishing effects (processes) by layer

We proceed by creating a foil printing finishing effect for the two elephant graphics. Because the objects are intentionally placed in a separate layer, we will do this by applying the finishing effect onto the layer that contains them.

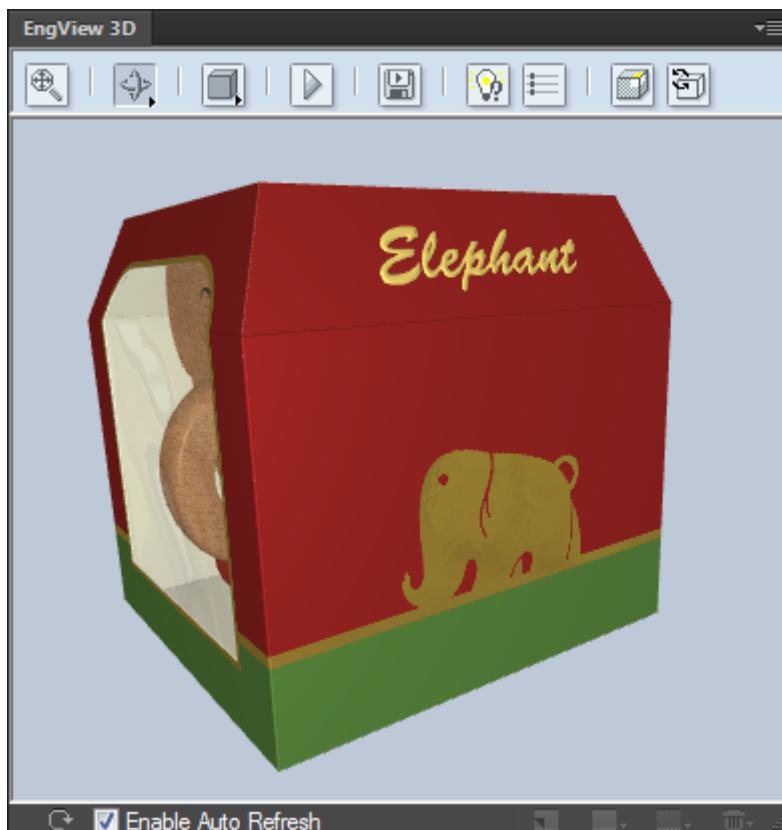
1. On the **EngView Processes** panel, click **New Process** .

COMMENT: A new record — None Selected — appears in the table of processes. In this record we will specify the process.

2. Click the **None Selected** box, and from the list that appears select the layer Elephants.
3. In the **Ignore** box of the **Process** column, click, and then, from the list that appears, choose **Partial Foil Stamping**. This is the process that we will apply to all objects in the Elephants layer.
4. In the **Type** column, select **Gold foil**.

EngView Design Parameters		EngView Processes	
Colors / Laye...	Process	Type	
All Others	Color Print		
Pantone 121C	Imprint	Emboss	
Pantone 121C	Color Print		
Elephants	Partial Foil Stamping	Gold foil	

Thickness:  microns



#### NOTE ON THE USE OF BRAILLE TEXT

We can apply a Braille finishing effect. First, in a separate layer we use the Braille Regular font to write a text, and then we create a **Braille** process for that layer.