

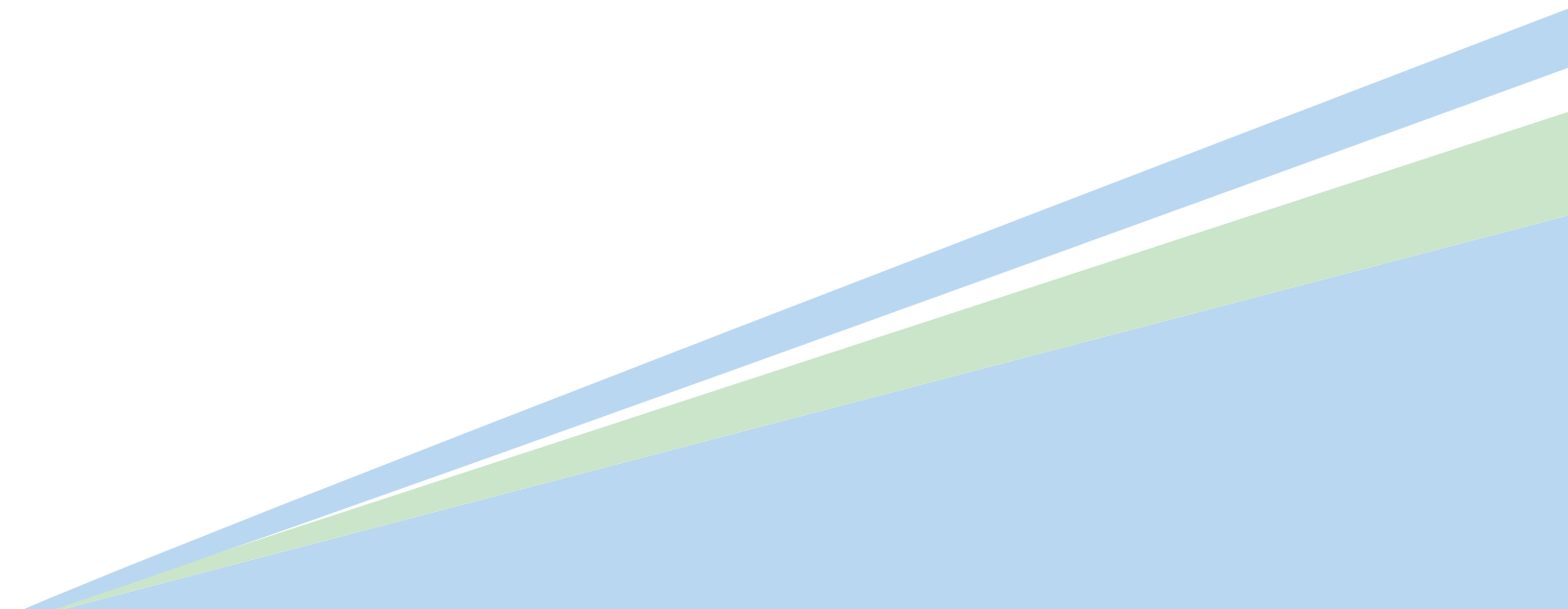


**BIRCH RICHMONDS**



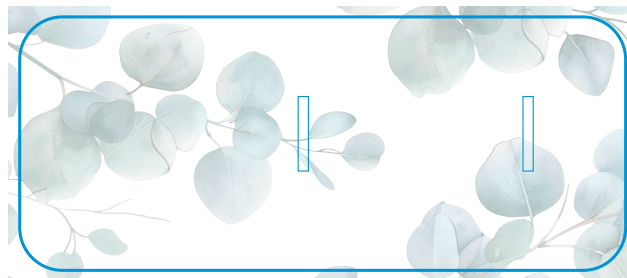
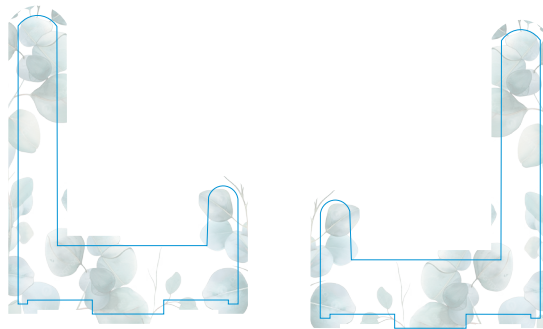
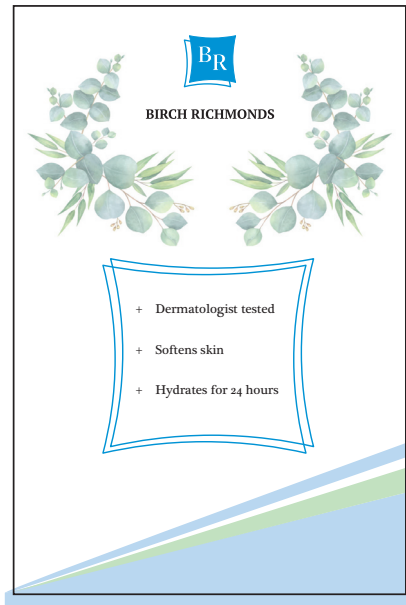
# **Specialty Technical Report**

Sam Brittain



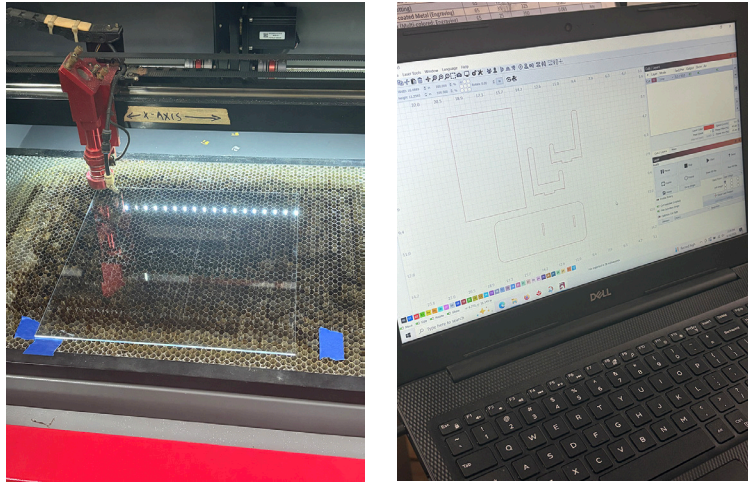
# Decision making rationale

The decision to produce an acrylic promotional stand was created by the idea to create a display that aligns with the brand's identity while standing out in a promotional environment. I thought the idea being able to design everything including the structure would be a fun challenge. From a design perspective I needed to create something that was engaging, but still easy to read and fit the simplicity of the brand.

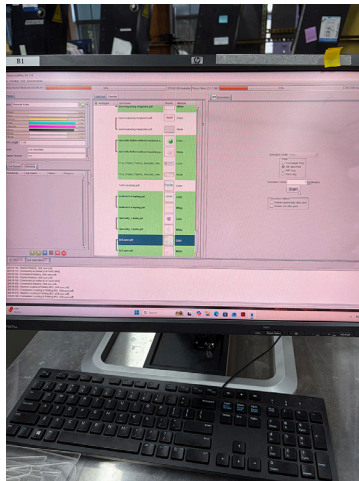
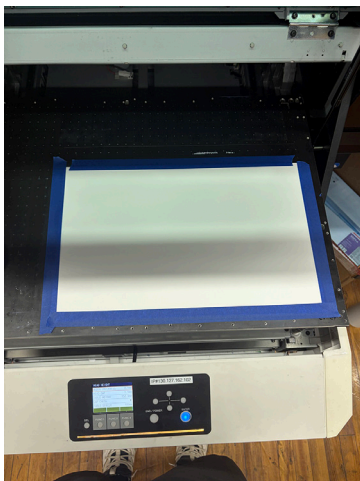


# Production notes

The first process was to laser cut the shape of the stand. Upload the design and make sure the cut lines are the right color. Use the book to find the speed and power you need to cut(6.0/85.0). Lay sheet in corner and set lser to height of 7. Hit the origin button the Ctrl-A and square to test the range of the laser. If that is good hit start to begin the cut.



The next process is printing the design on using the mimaki flatbed. Set media thickness to .1mm, tape paper down, and enter remote mode. Open the file on the computer and create a special plate (white valid pixle only) to create a white backing. Create composite composition of layers and then switch to execution tab to RIP and print. Once print is finished place the acrylic on top of where artwork is and print again.



# Reflection

Overall I am happy with how it turned out. It was a unique experience working with things I don't normally get to. This project showed the importance of precision when working with rigid substrates like acrylic. Unlike paper substrates, acrylic does not allow for adjustments during assembly. However, there are areas where it could have been better. There were some unintentional artifacts that showed up during the print, and the gap for the stand was also just a tad too big to be extra sturdy.

