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Influences of Substrate Properties on Color Quality of Electrophotography

by H. Naik Dharavath, Ph.D. • Central Connecticut State University

Introduction

This study was conducted in a digital color printing workflow to determine the effect of paper properties on color quality. Over the past two decades, the graphic communications industry has been revolutionized. Technology, workflow, management strategy, markets, and customer expectations have changed. Advancements in science and engineering are enabling graphics professionals to apply scientific research methods across prepress, printing press, and quality control areas for quality color reproduction on a wide variety of substrates.

Modern printing has evolved from a craft-oriented field toward a color management science. This is demanding greater color control among the devices (printing and non-printing) and substrates used in the printing industry. The quality of color image reproduction of any printing process, is largely influenced by the properties of the substrate, which is most often paper. Paper is considered a commodity but its properties are a long way from being standardized (Wales, 2009).

Digital printing technologies can be described as methods that do not use image carriers such as printing plates. Today, most digital printing environments utilize a digital halftoning process for color printing. A simple digital image could be a binary picture, [h(x, y)], with each point being either completely black or completely white (Pnueli & Bruckstein, 1996). A digital halftone is a pixel map, with bit depth, that gives the impression of an image containing a range of gray shades or continuous tones. An 8-bit grayscale image contains 256 different levels of gray (from white to black). Advancements in digital technology enable the industry to engage in shortrun color printing that can achieve levels of color quality comparable to that of the traditional offset printing process.

Print reproduction involves physical/mechanical interaction between the imaging cylinder, dry/liquid toner, and the paper. (Avramoci & Novakovia, 2012). Printing paper is considered to be the fifth color for process color printing. The perception of color quality is strongly influenced by the properties of the paper (weight and brightness), and it is one of the most important factors in judging the color appearance of the printed material.

Literature Review

Literature summarized in this section was found to be important as it relates to the effect of paper properties on the color/print attributes (*primary colors/gray hue, gamut volume, etc.*). This literature supports this research effort to examine the quality of color printing.

Digital printing methods differ from traditional methods in that they usually do not have a direct physical impact on a substrate. Electrophotography employs charged toner particles that transfer electrostatically to a substrate and create an image that is fused to the surface. The advantage of dry, toner-based digital print technology is that it can create varying images from one sheet to the next and it is more cost-effective for shorter production runs.

In 2003, McIlroy posited "all printing processes exhibit dot gain, or more correctly, tone value increase, to varying extents." McIlroy continued by stating, "this includes desktop inkjets, laser printers, digital presses, and any conventional printing press" (p. 261). This establishes not only that dot gain is likely to be a measurable factor in digital printing but provides a basis for defining dot gain and how to measure it. Leurs supports this definition and further refines it by stating "Dot gain is sometimes referred to as TVI (tone value increase). TVI is a more generic description of the difference in tone value between a requested value and the final output. It is also a more suitable name for processes in which, some devices may not actually deliver a dot in the final output" (2013).

Gray balance is a useful measure of color reproduction because it indicates problems that will impact all other colors. Correct gray balance is a fundamental measure for proper color balance. Printing that does not maintain gray balance will have a color cast that does not only show in the gray area but throughout the entire image. Grays produced using the primary CMY toner colorants must be measured and adjusted regularly to avoid color shifts.

The color gamut is defined as the range of colors producible (captured or displayed) or printable on a particular device such as a digital camera, monitor, or printer. A monitor, which displays red, green, and blue (RGB) signals, typically has a greater color gamut than that of a printer, which uses CMYK dry-toners or liquid inks. Since the paper or the substrate is considered to be the fifth color of multi-color printing, it has a direct effect on the printed colors. For example, colors printed from the same device on different types of paper substrates will have a different color appearance (color hue) and color gamuts. A simple scenario could be printing on 75 lbs. coated paper vs. 75 lbs. uncoated paper. The color results will be different visually and quantitatively in color gamut volume. Color gamut volume (CGV) is quantifiable in the colorimetric color space. The CGV is generally examined in the CIE L* a* b* color space, and it can be interpreted as the number of colors that are discernible within a tolerance of $\Delta E=\sqrt{3}$ (Fleming & Veronica, 2009).

CIE L* a* b* Color Model

The Commission Internationale de l'Eclairage (CIE), also known as the International Commission on Illumination, is responsible for international recommendations for colorimetric measurements (ANSI/CGATS.5-2003). In 1976, the CIE developed the CIE $L^*a^*b^*$ or CIELAB color model for quantifying color values numerically. It was intended to provide a standard, approximately uniform color model that could be used by the industry so that color values could be easily compared or expressed (ANSI/CGATS.5-2003). The CIE color model utilizes three coordinates to locate a color in a color model. In a uniform color model, the differences between points plotted in the color model correspond to the visual differences between the colors plotted (Hunter Lab, 1996). The CIELAB color space is organized in a cube form. The L* axis runs from top to bottom. The maximum for L* is 100, which represents a perfect reflecting diffuser. The minimum for L* is zero (0), which represents black. The +/– a^* and +/– b^* axis have no specific numerical limits. The $+a^*$ is an indication of red color and $-a^*$ is green color in the color model. Additionally, $+b^*$ is yellow and $-b^*$ is blue (see figure 1). The center of this model represents the neutral or gray colors. These color scales are based on the opponent color theory of color vision, which means that one cannot be both green and red at the same time, nor blue and yellow at the same time. As a result, single values can be used to describe the red/green and the yellow/blue attributes (X-Rite, 2002).

The following equations are used by a spectrophotometer to calculate the CIE L* a* b* values from a color or any colors (ANSI/CGATS.5–2003, p.28).

Schematic Diagram of CIE L* a* b* Color Model



Figure 1

 $L^{*} = 116 (Y/Y_{n})^{1/3} - 16$ $a^{*} = 500 [(X/X_{n})^{1/3} - (Y/Y_{n})^{1/3}]$ $b^{*} = 200 [(Y/Y_{n})^{1/3} - (Z/Z_{n})^{1/3}]$ where: X_n, Y_n, Z_n: tristimulus values of XYZ for 2°

CIE Color Difference (ΔE)

standard observer

Assessment of color is more than a numeric expression. Usually it's an assessment of the difference in the color sensation from a known standard. In CIELAB color model, two colors can be compared and differentiated. The expression for these color differences is expressed as ΔE (Delta E means difference in color sensation). The following equation is used to calculate the ΔE (ANSI/CGATS.5–2003, p.29)

 $\Delta E = \sqrt{(L_1^* - L_2^*)^2 + (a_1^* - a_2^*)^2 + (b_1^* - b_2^*)^2}$ where: 1 = Color 1 and 2 = Color 2

CIE Lightness, Chroma, Hue (L* C* H*) and Gray

Each color has its own distinct appearance based on hue, chroma (saturation), and value or lightness (X-Rite, 2007). By describing a color in terms of these three attributes, one can accurately identify a particular color and distinguish it from others. When asked to describe the color of an object, most people mention its hue first. Quite simply, hue is how people perceive an object's color, such as red, orange, or green (X-Rite, 2007). Chroma describes the vividness or dullness of a color, or how close the color is to either gray or to the pure hue. For example, the red of the tomato is vivid, but the red of the radish is dull (X-Rite, 2007). The luminous intensity of a color (i.e., its degree of lightness) is its value. Colors can be classified as light or dark when their values are compared. For example, when a tomato and a radish are placed side by side, the red of the tomato appears to be much lighter. In







The L* c* h* color space uses the same coordinates as those of the L* a* b* color space, but it uses cylindrical coordinates instead of rectangular coordinates. In this color space, L* indicates lightness and is the same as the L* of the L* a* b* color space, C* is chroma, and h* is the hue angle. The value of chroma C* is 0 at the center and increases according to the distance from the center (See figure 2). Hue angle h* is defined as starting at the +a* axis and is expressed in degrees; 0° would be +a* (red), 90° would be +b* (yellow), 180° would be -a* (green), and 270° would be b* (blue). Metric chroma C* and the metric hue angle h* are defined by the following formulas (Morovic, et al. 2002):

Metric chroma $C^* = \sqrt{(a^*)^2 + (b^*)^2}$

Metric hue angle: $h^*ab = \tan^{-1}(b^*/a^*)$

where: a^* , b^* are chromaticity coordinates in $L^* a^* b^*$ color space.

Gray balance is the percentages of printed cyan, magenta, and yellow inks that together produce neutral shades of gray. Hue shifts will occur when there is any imbalance of one of the components. The imbalance may be due to ink impurities. Gray balance is a significant factor in determining overall color gamut. Gray balance can be determined by careful evaluation of a full set of tint charts printed with process inks. Colorimetric method is used to determine *if the hue of gray* is desirable in order to make sure that the black ink scale is neutral.

Hue difference (ΔH^*) is calculated by the following formula (Morovic et al., 2002):

$$\begin{split} \Delta H^* &= \sqrt{(\Delta E^*ab)^2 - (\Delta L^*)^2 - (\Delta C^*)^2} \\ &= \sqrt{(\Delta a^*)^2 + (\Delta b^*)^2 - (\Delta C^*)^2} \end{split}$$

Purpose of the Research

The experiment was conducted in a digital color printing workflow to determine the effect of paper properties on color quality. This was based on the statistical evaluation of nine (K = 9) different printing papers. Each paper in the experiment was considered as a group, noted by letter "K" (K = 9). Paper samples with different properties (specifically weight and brightness) were used for the experiment. This study focused on measuring electrophotographically printed color on multiple types of substrates.

Color quality was determined by carefully evaluating the printed primary colors hue [Cyan, Magenta, Yellow, and Black (CMYK) and gray hue (overlap of CMY)]. Colorimetric, denstometric, and spectrophotometric computations were used to determine the printing colors (solid CMYK) and gray color (overlap of C = 50%, M = 40%, and Y = 40%) "hue variation" (Δ H) among the nine (K = 9) types of substrates with various thickness and brightness. Type of paper used for the printing will have a significant impact on the print attributes, and in turn they affect the print quality/visual appearance of colors (hue). In order to print a quality halftone image, the press operator must carefully manage the variables associated with the printing process. The technology of interest for this study is dry-toner color electrophotography. The following one-tailed non-directional hypothesis was established, because of the multiple substrates groups (K = 9).

H_o: There is no significant difference (or relationship) in the printing CMYK Δ H and Gray Δ H (CMY overlap) of multiple types of substrates, when the printed colorimetry is compared against the reference colorimetry.

H_a: There is a significant difference (or relationship) in the printing CMYK Δ H and Gray Δ H (CMY overlap) of multiple types of substrates, when the printed colorimetry is compared against the reference colorimetry.

Limitations of the Research

For this experiment, there were limitations to the technology used within the graphics program laboratory. Prior to printing and measuring the samples, the digital color output printing device and color measuring instruments (spectrophotometer and densitometer) were calibrated against the recommended reference. The print condition associated with this experiment was characterized by, but not restricted to, inherent limitations. Specific to this experiment were the colored images (ECI2002, ISO300, and ISO12647-7) chosen for printing, desired rendering intent applied, type of digital printer for proofing/printing, type of paper for printing, type of toner, resolution, and screening technique, use of predefined color output profiles, and calibration data applied. Several variables affected the facsimile reproduction of color images, and most of them were mutually dependent. The scope of the research was limited to the electrophotographic digital printing system and other raw materials and the multiple types of color measuring devices and color management and control applications used within one university graphics laboratory.

Findings were not expected to be generalizable to other environments. It is quite likely, however, that others could find the method used and the data meaningful and useful. The research methodology, experimental design, and statistical analysis were selected to align with the purpose of the research, taking into account the aforementioned limitations.

Research Methodology

The digital color printing device used in this experiment is a Konica-Minolta bizHub C6000 Digital Color Press. It uses a Creo IC-307 raster image processor (RIP). This study utilized an experimental research method. Nine (K= 9) different types of substrates with various properties (weight/thickness and brightness) were used for the printing. A two page custom test image (12" x 18" size) was created for proofing and printing use for the experiment (See figure 3 & 3A). The test target contained the following elements: an ISO 300 and generic images for subjective evaluation of color, and an ISO 12647-7 Control Strip, and an ECI 2002 target for gamut/profile creation. Table 1 presents the variables, materials, conditions, and equipment associated.

Colorimetric, Densitometric, and Spectrophotometric data were extracted by using an X-Rite i1 Spectrophotometer and X-Rite i1iO Scanning Spectrophotometer from the color printed samples for the statistical analysis to determine the significant differences that exist among the nine different types of substrate's primary colors and gray hue. Primary colors and gray hue from each group were analyzed and compared with one another. For all the nine groups (K = 9), a total of 900 samples of target color images were printed, 100 prints for each substrate group, noted by letter "N" (N = 100). Of the 100 samples from each group, 80 samples (n = 80) were randomly selected

Table 1: Experimental and Contro	blled Variables			
Variable	Material/Condition/Equipment			
Test image	Custom Test Target, 2 pages			
Control strips/targets	ISO 12647-7, ECI 2002, and SpotOn!Press			
Profiling Software	X-Rite Profile Maker 5.0.10			
Profile Inspection Software	Chromix ColorThink-Pro 3.0			
Image Editing Software	Adobe Photoshop C-6			
Page Layout Software	Adobe InDesign CS6			
Source Profile (RGB)	Adobe 1998.icc			
Emulation Profile (CMYK)	None			
Destination Profile (CMYK)	Custom, Konica-Minolta.icc			
Color Management Module (CMM)	Adobe (ACE) CMM			
Rendering Intents	Absolute			
Computer & Monitor	Dell OPTIPLEX/LCD			
Raster Image Processor (RIP)	Creo IC-307 Print Controller			
Printer	Konica-Minolta bizHub C6000 Color Laser			
Achieved CMYK SID for all print runs	C = 1.24; $M = 1.27$; $Y = 0.89$; and $K = 1.59$			
Screen Ruling	190 LPI			
Print Resolution	1200 x 1200 DPI			
Toner	Konica-Minolta Color Laser			
Paper (sheetfed)	Multiple types: thickness/weight & brightness 100			
Paper Weight/thickness	LBS = 20, 28, 32, 45, 50, 60			
Paper Weight/thickness	LBS = 75, 80, 100			
Type of Illumination/Viewing Condition	D50			
Color Measurement Device(s)	X-Rite Eye1 PRO Spectrophotometer with Status T, 20 angle, and i1i0 Scanning Spectrophotometer			
Data Collection/Analysis Software	SPSS, SpotOn! Press, and MS-Excel			
$n = [\chi^2 NP (1-P)] / [d^2 (N-1) +$	$\chi^2 P(1-P)$]			
n = the required sample size				
χ^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.84)				
N = the total population size				
P = the population proportion that it is desired to estimate (.50)				

and measured, noted by the letter "n" (n = 80). Glass, G.V. & Hopkins, K.D. (1996), provides an objective method to determine the sample size when the size of the total population is known. The following formula was used to determine the required sample size, which were 80 (n) printed sheets of each type of substrate for this study.

$$n = [\chi 2 NP (1-P)] / [d^2 (N-1) + \chi 2 P (1-P)]$$

- n = the required sample size
- χ^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.84)
- N = the total population size
- P = the population proportion that it is desired to estimate (.50)
- d = the degree of accuracy expresses as a proportion (.05)

Page one of the test image for the experiment

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Statistical method applied for the experiment data analysis

The total population for this study was 100 (N) printed sheets for each type of paper. Total printed sheets for all the groups, $N_i = 900$, and total randomly selected printed samples from all the groups, $n_i = 720$. Data for this study was collected from ISO 12647-7 Control Strip, and an ECI 2002 target from the test image (part of printed samples). Microsoft Excel and Statistical Package for Social Sciences (SPSS) were used to analyze the collected data to determine the colorimetric variation (COLVA) among the substrate groups. Since K = 9, inferential statistics were used to determine the significant differences that exist among the (K = 9, ni = 720, and Ni = 900) group mean color deviations of the various substrates.

Collected data was arranged in an analyzable format for each attribute of each substrate. A Statistical Package for Social Sciences (SPSS) was used for inferential analysis



color hue variation and gamut volume of each type of substrate to determine any significant differences that exist in the quantifiable color attributes. Since K = 9, a one-way Analysis of Variance (ANOVA) with equal n's method (at α = 0.05) was employed to determine the significant differences that exist between (K = 9, n = 80, and N = 100) printed attributes means for each group.

The F distribution and a probability value p, which is derived from F, will be used to determine if significant differences exist in the print attributes of multiple groups of substrates. F is a ratio of two independent estimates of the variance of the sample, namely between the groups and within the groups (K = 9, N = 100). A low p value (or higher F value) is an indication that one of the substrates means (an attribute's average) is significantly different. It would suggest that there is strong support that at least one pair of the substrate means is not equal. A higher p value (or lower F value) indicates that the means of attributes are not statistically different. The value of q is the difference between the larger and smaller means of the two samples. Differences among the means at $p \le 0.05$ will be considered to be statistically significant among all the groups (K = 9).

Data Analysis and Research Findings

The descriptive and inferential statistical methods were used to analyze the data and presented in the following pages/tables. Subjective judgment on color difference was not used in this study. The subjective judgment of color difference could differ from person to person. For example, people see colors in an image not by isolating one or two colors at a time (Goodhard & Wilhelm, 2003), but by mentally processing contextual relationships between colors where the changes in lightness (value), hue, and chroma (saturation) contribute independently to the visual detection of spatial patterns in the image (Goodhard & Wilhelm, 2003). Instruments, such as colorimeters and spectrophotometers, could eliminate the subjective errors of color evaluation perceived by human beings.

The paper property, "weight," was tested against the color hue deviation and gamut volume. A total of nine different weights (9 types of papers) were used for the color print quality analysis (see Table 2 for paper variations). Paper weight is commonly identified as grams per square meter (g/m²). In North America, paper weights are given as the weight in pounds (lbs) of 500 sheets of paper in basic size (see Table 2). Paper brightness is a measure of the amount of light, of a specific wavelength, that a sheet of paper reflects. The higher the light reflection, the higher the paper brightness. Color printing with higher paper brightness provides more contrast by allowing colors to stand out.

Printing Colors (CMYK) Hue Deviation (ΔΗ): Reference vs. Printed Colorimetry

The ANOVA test was conducted to determine if there was any significant difference, $p \le 0.05$ among the primaries Δ H of the multiple substrates. An ANOVA test revealed that there was a significant difference among the CMYK primaries Δ H produced by each group of paper, *F* (9, 891) = 133.44, p = 0.000. Data indicated that each of the paper groups used showed the printed primary colors differently (hue deviation). As such, the effect was significant at the p < 0.05 for all nine papers (see Table 2). Post-hoc ANOVA analysis was **NOT** employed to determine which group (K) of paper means were significantly different (among the multiple substrates means primaries ΔH), when comparing two sample means at a time (Glass & Hopkins, 1996). Descriptive statistical analysis was used to compare the means of multiple substrates means primaries ΔH (see Table 4). Color gamut volume (CGV) was extracted from the created profile of each paper (K = 9). ColorThink Pro software was used to extract the numerical information of CGV (see figure 4).

Table 2: Types of Papers used for the Experiment; Size 12" w x 18" h						
Paper Weight Ibs.Groups / K = 9	CTD or UNCTD	Category or Type of Paper	Brand Manufacturer	Brightness or Light Reflection per US TAPPi Scale		
20 lbs.	UNCTD	Text	Hammermill	89		
28	MTCTD	Text	Hammermill	80		
32	MTCTD	Text	Neenah	75		
45	UNCTD	Text	Hammermill	76		
50	MTCTD	Color	LYNX	90		
60	CTD	Color Laser	MOHAWK	100		
75	MTCTD	Cover	Xerox Silk Elite	98		
80	CTD	Cover Color	Hammermill	100		
100	CTD	Blazer Digital	NewPage	100		
UNCTD = Uncoated; CTD = Coated; and MTCTD = Matte Coated						

Comparison of Paper Weight vs. Color Gamut Volume



CMYK primary colors hue deviation was significant among the paper groups from 20 lbs to 50 lbs, and 75 lbs. No significant hue deviation was detected among the paper groups of 60 lbs coated, 80 lbs coated, and 100 lbs coated. Comparison of primary colors hue deviation (Δ H) with printed vs. reference colors, the 80 lbs coated paper produced the least deviation, while 20 lbs uncoated paper produced the highest color deviation (see figure 5).

Gray Hue Deviation (ΔH): Reference vs. Printed Colorimetry

An ANOVA test revealed that there was a significant difference among the gray Δ H produced for each paper group, *F* (9, 891) = 1309.77, *p* = 0.000. Data indicated that the gray colors look differently on each paper surface (see figure 5). As such, the effect was significant at p < 0.05 for all the nine papers of various weight (see Table 5). Posthoc ANOVA analysis was **NOT** employed to determine which group (K) of paper means were significantly different, when comparing two sample means at a time

Table 3: Summary of ANOVA for Multiple Papers on the Primary CMYK Colors ΔH						
Source of Variation	Sum of Square	df	Mean Square	Cal. F	Crit. F	Sig.
Between Group	129.22	8	11.75	133.44	1.83	0.000*
Within Groups	20.77	891	0.09			
Total	149.99	899				
*Significant Difference [($\alpha = 0.05 > 0.001$) (F = 133.44 > 1.83)]						

(Glass & Hopkins, 1996). Descriptive statistical analysis was used to compare the means of multiple substrates means Gray Δ H (see Table 6).

Gray hue deviation was significantly higher among the paper groups from 20 lbs and 75 lbs. No significant hue deviation was detected among the remaining paper groups of 60 lbs coated, 80 lbs coated, and 100 lbs coated. In the comparison of gray hue deviation (Δ H) with printed vs. reference colors, the 28 lbs matte-coated paper produced the least deviation, while 20 lbs. uncoated paper produced the highest gray hue deviation. As the weight of paper increased, the color gamut volume also increased.





Table 4: Comparison multiple Papers on the CMYK Primary ΔH						
Paper lbs./ Groups / K = 9	Color Gamut Volume (CGV)	Mean $n = 80$	STD/Deviation $n = 80$	Sig.		
20 UNCTD	314,798	7.66	0.22	0.000**		
28 MTCTD	379,793	6.10	0.43	0.000**		
32 MTCTD	444,661	5.36	0.14	0.000**		
45 UNCTD	322,392	4.98	0.12	0.000**		
50 MTCTD	401,914	5.70	0.39	0.000**		
60 CTD	472,661	6.07	0.27	1.000		
75 MTCTD	398,140	5.42	0.25	0.000**		
80 CTD	464,372	4.89	0.35	0.082		
100 CTD	477,190	6.35	0.24	0.189		
* $p \le 0.05$ and ** $p \le 0.001$						

Conclusions/Summary

This research aimed to determine the influence of substrate property (weight) in the primary colors and gray color hue variation among the nine types of paper, printed in a digital color printing workflow. The findings of this study represent specific printing or testing conditions. The images, printer, instrument, software, and paper that were utilized are important factors to consider when evaluating the results. The findings of the study cannot be generalized to other digital printing workflow. However, other graphic arts educators, industry professionals, and researchers may find this study meaningful and useful. For example, educators can implement similar models, the presented model, or this method to teach. The colorimetric data of this experiment led to the conclusion that the selection of a suitable paper is an important step for printing colors of choice for a desired purpose.

The conclusions of this study are based upon ANOVA test data and major findings. The data from the ANOVA test revealed that there were significant differences in the

Table 5: Summary of ANOVA for Multiple Papers on the Gray ΔH						
Source of Variation	Sum of Square	df	Mean Square	Cal. F	Crit. F	Sig.
Between Group	291.77	8	26.52	1309.77	1.83	0.000*
Within Groups	4.80	891	0.02			
Total	296.57	899				
*Significant Difference [($\alpha = 0.05 > 0.001$) (F = 11309.77 > 1.83)]						

Table 6: Comparison multiple Papers on the Gray ΔH						
Paper lbs./ Groups / K = 9	Color Gamut Volume (CGV)	Mean $n = 80$	STD/Deviation $n = 80$	Sig.		
20 UNCTD	314,798	4.09	0.17	1.023		
28 MTCTD	379,793	0.96	0.07	0.000**		
32 MTCTD	444,661	1.17	0.11	0.000**		
45 UNCTD	322,392	1.17	0.12	0.000**		
50 MTCTD	401,914	1.00	0.17	0.000**		
60 CTD	472,661	1.67	0.15	1.000		
75 MTCTD	398,140	4.07	0.20	1.002		
80 CTD	464,372	1.30	0.06	0.103		
100 CTD	477,190	1.39	0.19	0.217		
* p \leq 0.05 and ** p \leq 0.001						

color reproduction among the groups of paper used. As such the null hypothesis were rejected. There were significant differences that were found in gray color hue and primary color hue variation. Furthermore, the experience of the experiments (visual comparison) and analyzed data proved that there were noticeable color differences among the printed samples (photographs, commercial, and digital printing) of various substrates. One could not achieve the same color output with various types of paper substrates and should be cautioned to identify color hue on coated vs. uncoated papers. Higher color deviations (ΔE or ΔH) mean that the printed colors could be out of established deviation tolerances.

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Manuscript Form and Style

- Prepare manuscripts according to the APA style, including the reference list.
- List your name and address on the first page only. Article text should begin on the second page.
- Provide a short biography for yourself that can be used if the article is accepted for publication.
- All articles must be submitted in electronic form on a CD-ROM or as an email attachment.
- Submit a Microsoft Word document, maximum of 10 pages (excluding figures, tables, illustrations, and photos). Do not submit documents created in page-layout programs.
- Word documents must have been proofread and be correct.
- Call out the approximate location of all tables and figures in the text. Use the default style "Normal" on these callouts. The call-outs will be removed by the designer.
- Use the default Word styles only. Our designer has set up the page layout program styles to correspond to those style names.
 - Heading 1
 - Heading 2
 - Heading 3
 - ◆ Normal

Graphics

- Be sure that submitted tables and other artwork are absolutely necessary for the article.
- Write a caption for each graphic, include captions in a list at the end of your Word document.
- Electronic artwork is preferred and should be in PDF or TIFF format.
- Send all artwork files and hard copies of these files with your submission.

Tables

- Set up tables in separate documents, one document for each table.
- Do not attempt to make it "pretty." Use the default Word style "Normal" for all table text. Do not use any other formatting.

- Do not use hard returns inside the table ("enter" or "return").
- Get the correct information into the correct cell and leave the formatting to the designer.
- Tables will be formatted by the designer to fit in one column (3.1667" wide) or across two columns (6.5" wide).

Artwork

- Scan photographs at 300 ppi resolution.
- Scan line drawings at 800 ppi resolution.
- Screen captures should be as large as possible.
- Graphics should be sized to fit in either one column or across two columns.
 - One column is 3.1667" wide, two columns are 6.5" wide.
 - Graphics may be larger than these dimensions, but must not be smaller.

Manuscript Guidelines

Eligibility for Publication

Members of the Graphic Communications Education Association, or students of GCEA members, may publish in the *Visual Communications Journal*.

Audience

Write articles for educators, students, graduates, industry representatives, and others interested in graphic arts, graphic communications, graphic design, commercial art, communications technology, visual communications, printing, photography, desktop publishing, or media arts. Present implications for the audience in the article.

Types of Articles

The *Visual Communications Journal* accepts four levels of articles for publication:

- 1. Edited articles are accepted or rejected by the editor. The editor makes changes to the article as necessary to improve readability and/or grammar. These articles are not submitted to a panel of jurors. The decision of the editor is final.
- 2. Juried articles are submitted to the editor and are distributed to jurors for acceptance/rejection. Juried articles are typically reviews of the literature, state-of-the-art technical articles, and other nonempirical papers. Jurors make comments to the author, and the author makes required changes. The decision of the jurors is final.
- 3. Refereed articles are submitted to the editor and are distributed to jurors for acceptance/rejection. Refereed articles are original empirical research. Jurors make comments to the author and the author makes required changes. The decision of the jurors is final.
- 4. Student articles are submitted by GCEA members and are accepted/rejected by the editor. These articles are not submitted to a panel of jurors. The editor's decision is final. Please be aware that poorly written student papers will be rejected or returned for editing.

Submittal of Manuscripts

All manuscripts must be received by the editor no later than December 15th to be considered for the spring *Journal* or by June 15th to be considered for the fall *Journal*. Include digital copies of all text and figures. Prepare text and artwork according to the instructions given in these guidelines. Be sure to include your name, mailing address, e-mail address, and daytime phone number with your materials. E-mail all materials to the editor (address shown below).

Acceptance and Publication

If your article is accepted for publication, you will be notified by e-mail. The *Visual Communications Journal* is published and distributed twice a year, in the spring and in the fall. Printed copies are mailed to GCEA members. A PDF version of the *Journal* is published online at www. GCEAonline.org.

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Submit All Articles and Correspondence to: Dan Wilson, dan.wilson@illinoisstate.edu or check www.GCEAonline.org for contact information for the GCEA First Vice-President.

See following page for style guidelines