The Digital Print Room – A bespoke approach to print technology

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Abstract

This research presents the cutting-edge use of digital print technology as an experimental tool for the designer, where the printer effectively becomes the paintbrush, palette and dye vessel; the creative medium. This paper will examine a new approach to ink jet printing which enables, rather than hinders, a hands-on creative approach to digital printing, opening up the possibilities for placement of design and the potential for manipulated surfaces to be fed through the printer.

As with any paintbrush, the designer has control, but the mix of colour and the fluidity of the paint mark are open to judgement. The real excitement happens when the manipulated surface is unfolded after printing, revealing the artwork created and a possible base for further design and processing. It is an innovative mindset for approaching technology. One that encourages an understanding of both the limitations and the potential, where chance and spontaneity play a role, as the designer is stimulated to make calculated judgements.