

## International Scientific Conference Printing & Design

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International Scientific Conference PRINTING & DESIGN was held in Zagreb on 27 and 28 March 2015 and was organized by the Centre for Graphic Engineering - Croatian Academy of Engineering, University of Zagreb - Faculty of Graphic Arts - Croatia, University North - Croatia, Polytechnic of Zagreb - Croatia, Polytechnic of Hrvatsko zagorje in Krapina - Croatia, Polytechnic of Međimurje in Čakovec - Croatia, Athens Technological Educational Institute (ATEI), Department of Graphic Arts Technology - Greece, Technological Institute of Textile & Sciences, Bhiwani Birla Colony - India, Print Media Academy -India, University of Novi Sad - Faculty of Technical Sciences - Serbia, University of Travnik - Faculty of Technical Studies - Bosnia and Herzegovina and Graphic school in Zagreb - Croatia. Conference Printing & Design is the continuation of the scientific conference Printing, held from 1998 in Stubičke Toplice, Tuheljske Toplice and Zagreb. Since 2003, the conference is presented on the website.

Conference topics were: Innovations in the printing industry, Multimedia and Design in e-learning, Management in printing, publishing and design, Protection of documents, securities and books, Information and communication systems, Computer systems security graphic technologies and 3D scanning, 3D printing and engraving.

The Conference presented 32 papers by 55 authors, among which 14 authors are from Faculty of Graphic Arts. Papers have been reviewed by international reviewers committee before and after the conference since some papers are expanded as to content, and the presentation. The conference introduced the possibility of linking each work with video accessories, animation and computer graphics, which are stored on the website <http://www.tiskarstvo.net/printing&design2015/>. It was broadcast streamed in real-time which enabled viewing and participation of our colleagues around the world, which increased the international character of the conference. As from 2012 the possibility that the lectures are presented as a movie is introduced, this year the video presentation from Greece and India were held. Combined with the streaming technology it allows a certain interaction among the participants and authors of the papers. Because of this multimedia ways of keeping the conference, papers are realized in three forms: printed media, web media and DVD media with the video of the conference. The tendency of the conference is always to be in the step with the best ways of multimedia presentation. That was the theme of some papers and presented lectures as well.

The invited lecture was held by ass. prof. PhD Mario Tomiša from University North with the title "THE VISUAL IDENTITY AND GRAPHIC STANDARDS" where he presented the scientific approach to the development of the visual identity of University North to today's graphic standards and its use in all graphic and visual media. During the conference scientific innovations such as innovative protection in cartography by authors M. Matas, A. Politis, V. Žiljak and K. Pap in the paper "SIMULATION OF SPOT COLORANTS FOR CARTOGRAPHIC PRINTING IN THE VISUAL AND INFRARED SECURITY CMYKIR SYSTEM " and premium protection and philatelic uniqueness of postage stamps by the author Jana Žiljak Vujić in the paper "INFRAREDESIGN ON POSTAGE STAMPS" were presented. I Bolanča Mirković, M. Vukoje, Z. Bolanča and I. Majnarić presented the subject of digital technologies, entitled " ECO SETTINGS AND SUSTAINABILITY IN THE FIELD OF INDIRECT ELECTROPHOTOGRAPHY WITH LIQUID INK".

In all conferences Printing & Design the topics on the security printing are present. This year, the group of authors from AKD, Croatian state document printing agency, B. Sviličić, D. Jurić and M. Žuljević presented the paper "THE IMPACT OF THE COVERAGE AREA OF THE LAMINATION OF POLYMER MATERIALS IN IDENTIFICATION DOCUMENTS". Security printing is presented through a few other papers and presentation as well. Several papers and presentation were supported by the Swiss company Projektina which sponsored experiments in the topics of forensics in graphic technology. Modern engraving inside glass in 3D, entitled "MODELING IN ZBRUSH PIXLOGIC" was presented by the authors A. Bernik, Z. Sabati and I. Golub. The Faculty of Philosophy in Zagreb prepared the lecture: "CORPUS LINGUISTICS: UKRAINIAN PRAXIS " under the guidance of professor Evgeny Paščenko and presented by his students B. Huđek, D. Rakar and M. Schaller.

Achievements in the scientific projects sponsored by Croatian Ministry of Science were presented as well, and the discussion and special interest launched presentations in the field of printing under the titles: "PRINTING WITH METALLIC INKS IN LITHOGRAPHIC OFFSET PRINTING", "DESIGN OF THE DOCUMENTS FOR ULTRAVIOLET, VISUAL AND INFRARED AREA ", "THE COMPARISON OF USER INTERFACES FOR OFFSET PRINTING MACHINES" and "INFRARED LINE GRAPHICS ON TRANSPARENT POLYPROPYLENE MATERIAL".

The company HSM informatics from Zagreb gave the presentation "INTERACTIVE TRAINING - MYTH OR REALITY" which is accompanied by the modern technical solutions in the classroom multimedia presentations of graphic content.

The conference promoted the new book written by Zvonimir Sabati and Jana Žiljak Vujić, as the teaching tool in the study of new courses on Faculty of Organization and Informatics in Varaždin and Polytechnic of Zagreb.

Ass. prof. PhD Branka Lajić held IN MEMORIAM Josip Pepo Šolić, inspired presented of the life and work of the late prominent printmaker, bookbinder master and the doyen of the graphic profession.

Details about all the authors and the papers are prepared and can be found on the website [www.tiskarstvo.net](http://www.tiskarstvo.net).

The interest for the conference can be expressed with the fact that the papers for the next conference, which will be held in Zagreb in March 2016, already started to come, especially in the topics on the future of printing, 3D printing, double visual and infrared printing.