

R.I.T. College of Science
Chester F. Carlson
Center for **IMAGING** SCIENCE
Seminar Series

The Book as Child of the Internet

Frank Cost

Professor

Associate Dean

Co-Director, Printing Industry Center

College of Imaging Arts and Sciences, RIT

**4pm, Wed, Sept. 13,
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Auditorium of the Center for Imaging Science

A New Generation of nearly fully-automated print production factories is arising to provide the Internet generation with a wonderful array of new print publishing opportunities. These factories produce products that are indistinguishable from those produced by traditional methods, with one very significant difference: They can produce runs as small as a single unit—profitably. Coupled with powerful Internet-based software, these factories are transforming print from a medium accessible exclusively to a small number of wealthy players into a medium that can be used by anyone with a computer and an Internet connection. This presentation will reveal the secrets of how this new paradigm of print publishing actually works.

www.cis.rit.edu/seminar

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Speaker Bio

Frank Cost is Professor in the College of Imaging Arts and Sciences at Rochester Institute of Technology where he also serves as Associate Dean of the College. He works closely with academic programs in art, craft, design, printing, publishing, photography, film & animation, and new media. He is Co-Director of the Printing Industry Center at RIT, an Alfred P. Sloan Foundation Industry Center. His research focuses on the impact of digital technology and digital culture on print communications. He advises the graphic communications industry on strategies for new technology acquisition and process integration. He also advises technology manufacturers seeking to understand the real needs of the industry. He has taught and consulted throughout the USA, as well as in Europe, Asia, South America, and the Middle East. His latest book is "The New Medium of Print: Material Communications in the Internet Age."