New Skills – Is the Printing Industry Prepared?

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The printing industry is in the midst of massive structural changes. A consequence is that new skill sets are needed. Whereas traditional lithographic print production is very well documented and understood, today’s employees are being asked to participate in new processes and technologies. These include Variable Data Printing (VDP), Digital Asset Management (DAM) and methodologies that are often closely related to information technology and engineering. Therefore, the challenge for the industry is not only to deploy new technology, but also to attract, manage and keep new types of employees, and re-educate existing employees.

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Speaker Bio
Franziska Frey is a Professor at the School of Print Media at Rochester Institute of Technology. Franziska is also a Faculty in the "Mellon Advanced Residency Program in Photograph Conservation" at George Eastman House, International Museum of Photography. Franziska Frey received her Ph.D. degree in Natural Sciences (Concentration: Imaging Science) from the Swiss Federal Institute of Technology in Zurich, Switzerland in 1994. Before joining the faculty of the School of Print Media, she has worked as a research scientist at the Image Permanence Institute at RIT. Her work has primarily focused on establishing guidelines for viewing, scanning, quality control, and archiving digital images. Franziska publishes, consults, and teaches in the US and around the world on various issues related to establishing digital image databases and digital libraries. She is also involved in several international standards groups dealing with Technical Metadata and Digital Photography. Franziska is a VP on the board of the Society for Imaging Science and Technology (IS&T) and is actively involved in a number of the conferences IS&T is organizing.