

THE ALTERNATIVE PRINTING HANDBOOK

get things into print: rubber-stamped, screened, duplicated etc.; pamphlets, leaflets, posters, raffle tickets and many more

For anyone who has something to say



the freedom of the press belongs to those who control the press.

YOUR PRINTSHOP

Using print should be a creative experience, and not just a routine task. Communicating to others and expressing oneself is something that everyone needs to do but our society does not necessarily encourage.

Many people feel inhibited, because they cannot spell, for example, and because they think that only 'educated' people can write. It is a hard job to break these inhibitions down and to convince people that their ideas are not only worth communicating but that it is not so difficult to do so.

When people learn to print they realise that it is easy to print anything no matter who writes it. The printer can also be the writer; there is no magic about the printed word. Once people have helped to produce a paper it becomes far less of a mystery. They understand the simple technical process which created it. It can become part of an experience that helps isolated passive individuals gain a voice!

Community newspapers, community action/pressure groups are all part of this movement for

specialising as they do in the small scale publications of local activists.

Community presses usually have a varying price scale for poor local groups, well funded organisations and commercial work and they often refuse to print racist or sexist material.

Using a community press frees you from the time limits, control and censorship of the commercial printer. So if you don't have one near you it may be worth while to start thinking of setting one up.

A Day in the Life

They describe take place before a paper of our kind gets off the ground. We are all inexperienced at the job. (Though I expect me to come through better than the others.)

The printer comes up bright and early, before 6.30, and off he goes till 11.30. (The printer comes up bright and early, before 6.30, and off he goes till 11.30. The printer comes up bright and early, before 6.30, and off he goes till 11.30.)

I never created as much work as I needed. The articles have already been printed in 1000 copies. (I never created as much work as I needed. The articles have already been printed in 1000 copies.)

OR THEIRS

The print industry is at present run on profit orientated lines and the client, the designer, the printer and the machine minder are all separate from each other. They each have their own special language and jargon. All this makes printing more mysterious and less available to the people who may want it.

Letterpress was the traditional way of printing. It is comparatively more difficult a process than offset litho. Letterpress has, therefore, left the industry more impenetrable than it technically needs to be when offset litho is used.

So if you cannot gain access to duplicating machines or a community press, or you do not want to do it yourself, having to use a commercial printer can be difficult as well as being more expensive.

If you need someone else to do your artwork, typesetting and design, some printers will do this as well. This can double the printing cost and you will lose even more control over

Using minimal techniques, described here, we can produce good results, by ourselves in a small scale & in an unalienated way. It is ours. The reader and the producer are neighbours. We can start using the language meaningful to us and our friends, neighbours and mates. We can learn from each other & start the collective task of re-inventing our own culture.