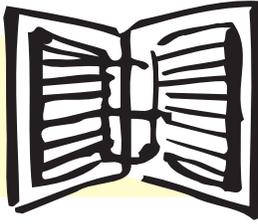


Name _____ Date _____

Class/Hour _____ Rotation # _____

Printing Production



Graphic Design Student Workbook

Follow the instructions in the workbook to complete this worksheet. Record the answers on the worksheet and turn in the worksheet to the instructor. Do not write inside the workbook.

You have a budget of \$3,000 to print a brochure for your company, Wonder Widgets.

1. Considering your budget and using the information in table 1, answer the following questions:

- How many one-color brochures could you print? _____
- How many two-color brochures could you print? _____
- How many four-color brochures could you print? _____

Brochure Prices for Different Color Processes

	50 brochures	100 brochures	200 brochures	300 brochures
one-color	\$1,000	\$1,300	\$1,800	\$3,000
two-color	\$2,500	\$2,800	\$3,000	\$3,800
four-color	\$2,700	\$3,000	\$3,200	\$4,000

table 1

2. Now figure out which is the most cost-effective way to print your Wonder Widget brochure. Business people talk about the percentage response they get to certain advertising measures. If a brochure sent to 100 people, for example, gets a 3% response, then you know that 3% of the people who received a brochure—or 3 people—responded to it. To find the number of people who responded, you multiply the percentage with the total number of people who received a brochure (3% or $.03 \times 100 = 3$).

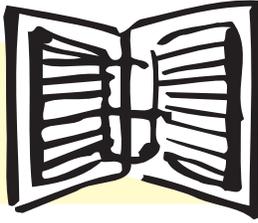
Read the chart on the following page to see the responses expected with each kind of printing process. See table 2. Then complete the chart by calculating the number of responses or customers you will get with each kind of brochure, and how much money in sales that will bring your company.

Important: One response (one customer) equals \$1,000 in sales.

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Sales Calculations

	% Response	# Brochures sent	# Responses (Customers)	\$ in Sales
one-color	1%	300	3	\$3,000
two-color	2%	200		
four-color	10%	100		

table 2

3. Which print process gets the highest response? _____

4. Why do think that is? Explain. _____

5. Subtract your printing costs for each kind of brochure from the generated sales. This is your profit.

one-color
$ \begin{array}{r} \$3,000 \text{ sales} \\ -\$3,000 \text{ cost} \\ \hline \$0 \text{ profit} \end{array} $

two-color
$ \begin{array}{r} \$ \text{ ______ } \text{ sales} \\ -\$3,000 \text{ cost} \\ \hline \$ \text{ ______ } \text{ profit} \end{array} $

four-color
$ \begin{array}{r} \$ \text{ ______ } \text{ sales} \\ -\$3,000 \text{ cost} \\ \hline \$ \text{ ______ } \text{ profit} \end{array} $

6. According to your calculations, which print process is the most cost-effective? In other words, which kind of brochure brings in the most money for the least amount of cost?
