

 NEWS RELEASE

Release Date: 7/18/05

Contact: Amelia Hugill-Fontanel, (585) 475-6766 or ahfwml@rit.edu

***The New Medium of Print* defines an old industry in new terms**

RIT Printing Industry Center Series is launched with a stimulating new book

Printing is a multi-billion dollar industry in the United States, yet print is so familiar that it remains invisible to the average person. Frank Cost, associate dean of RIT's College of Imaging Arts and Sciences, and co-director of the RIT Printing Industry Center, has often wished for a small, fun-to-read book to give to people who are thinking for the first time about the ubiquitous world of printing. Enter *The New Medium of Print: Material Communication in the Internet Age*, Cost's new book that surveys current uses of print media, and constructs a new model for understanding the role of print in the networked digital world. Cost's text clearly explores these topics in simple, and downright entertaining examples and language. The book is the first in the RIT Printing Industry Center Series: a co-publication of RIT Cary Graphic Arts Press and the RIT Printing Industry Center, introduced to advance scholarship on the printing industry.

"We are witnessing the emergence of a new medium of print made possible by digital printing, the Internet, and the global infrastructure that enables high-speed digital communications, customization, and targeted distribution," writes Cost, who has been teaching in the RIT School of Print Media for 25 years. *The New Medium of Print* covers steps in the print production of everyday items—from newspapers, to billboards, to this very press release—and sets forth a paradigm for how these products and their markets will transform as a result of the digital era. "The book is a must-read for industry professionals and all those wanting an overview of the magic that computers have brought to information publishing," writes Bruce James, Public Printer of the United States.

Research for *The New Medium of Print* was originally sponsored by the RIT Printing Industry Center in fulfillment of its directive to conduct strategic analyses of the field. Cost also formulated the basis of the book through his extensive experience as an educator and advisor to the graphic communications industry—enabling him a global perspective while consulting in the United States, Europe, Asia, South America, and the Middle East. Frank Cost is the author of numerous articles, and his previous book, *Delmar's Pocket Guide to Digital Printing*, has been in print for almost a decade.

Visit an interactive forum on *The New Medium of Print* at: print.rit.edu/cost

The New Medium of Print: Material Communication in the Internet Age; Printing Industry Center Series, 1
by Frank Cost

RIT Cary Graphic Arts Press, 2005

Paperback, 272 pages; ill., 5.5 x 8.5 in., ISBN 1-933360-03-8, \$18.00

Order from <http://wally.rit.edu/cary/carypress.html>

RIT Cary Graphic Arts Press is the publication arm of the Melbert B. Cary, Jr. Graphic Arts Collection at Rochester Institute of Technology, a renowned resource for those studying printing history, bookbinding, typography, papermaking, calligraphy, and book illustration processes.

The RIT Printing Industry Center—a joint operation of the RIT School of Print Media and the College of Business—is dedicated to the study of major business environment influences on the printing industry. The center addresses industry concerns through research initiatives and education outreach programs.