

# Guten Tag



# Prepress / Press



# Markus Schröppel



# Markus Schröppel

Professor, Doctor of Arts, Diplom Designer;  
visual communication,



Hochschule für Medien,  
Kommunikation und Wirtschaft  
University of Applied Sciences  
H F M



UNIVERSITY OF LAPLAND  
LAPIN YLIOPISTO



# Markus Schröppel

Diplom Kommunikationsdesign an der Fachhochschule Augsburg  
Diplom Kommunikationsdesign II an der Bergischen Universität Wuppertal.  
Doctor of Arts an der University of Lapland, Rovaniemi, Finnland.  
Dozent und Trainer für visuelle Kommunikation und Schrift seit 1996  
Lehrauftrag für Visuelle Kommunikation an der University of Lapland, Finnland  
Professur an der HMKW Hochschule für Medien, Kommunikation und  
Wirtschaft, Köln; ehem. Studiengangsleiter HMKW, Berlin  
Creative-Director in Werbeagenturen u.a. bei Grey Worldwide, BBDO,  
Ogilvy & Mather  
Mitglied des Type Directors Club, der Typografischen Gesellschaft,  
der Deutschen Gesellschaft für Designtheorie und -forschung (DGTF)

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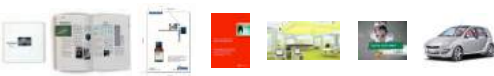
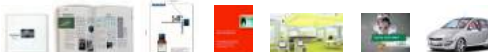
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Diplom Kommunikationsdesign II an der Bergischen Universität Wuppertal.  
Doctor of Arts an der University of Lapland, Rovaniemi, Finland.

A horizontal arrangement of various office supplies and tools. From left to right, there is a yellow pencil, a black pen, a small white eraser, a black stapler, a yellow calculator, a clear ruler, a black pen, a small white object, and a portion of a laptop keyboard.

# Markus Schröppel

Creative-Director u.a. bei Grey Worldwide, BBDO, Ogilvy & Mather, ...



Creativ-Director u.a. bei Grey Worldwide, BBDO, Ogilvy & Mather, ...

SOSe 2020

**M3** GDVK 19/20/21

Prof. Dr. Markus Schröppel, Diplom Designer

**Prepress • Press**

get ready to  
**RISO**

**WHAM!**

8 Klausur

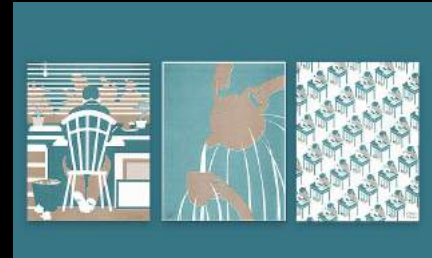
# Prepress • Press

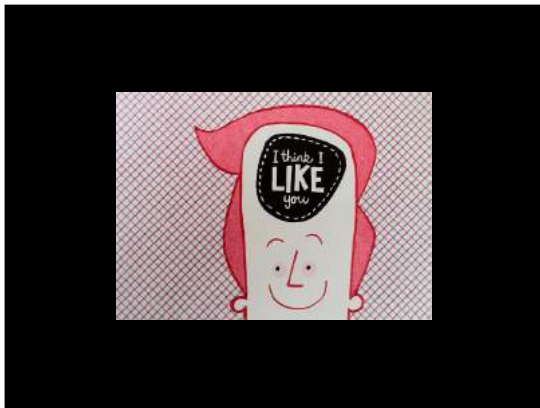


# WHAM!







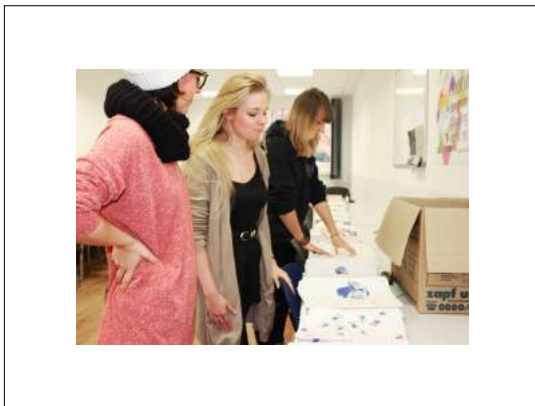
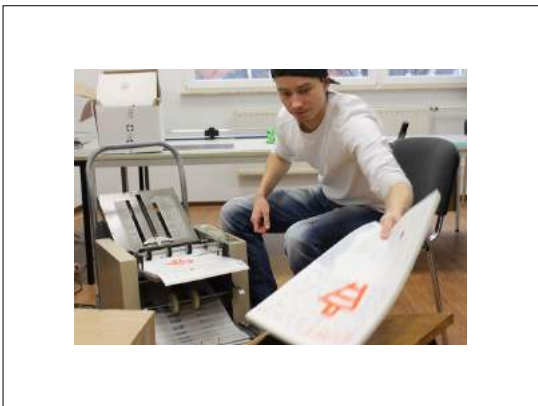


Frage



Hochschul-  
magazin







# WHAM!

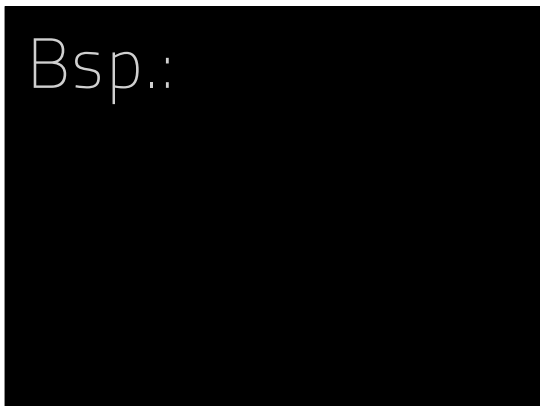
## PLANUNG

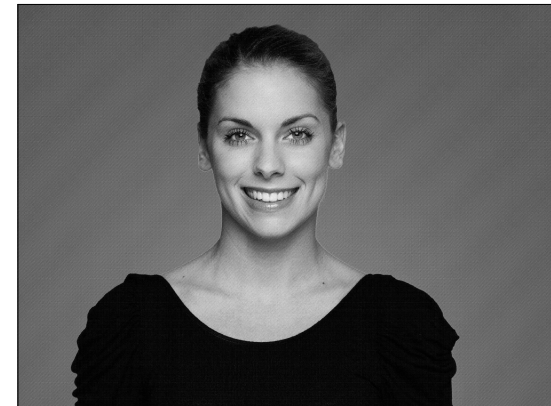
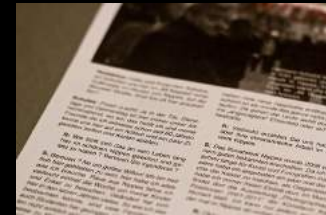
Timing Sommer-Semester 2020:

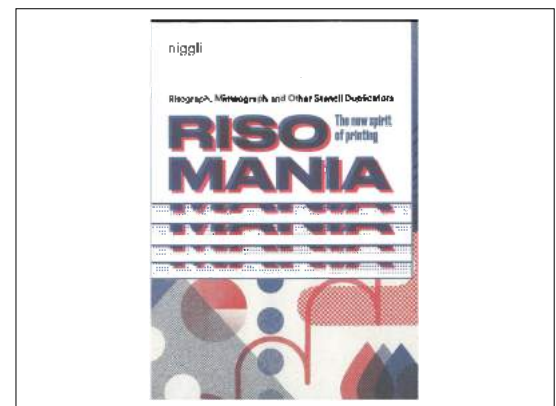
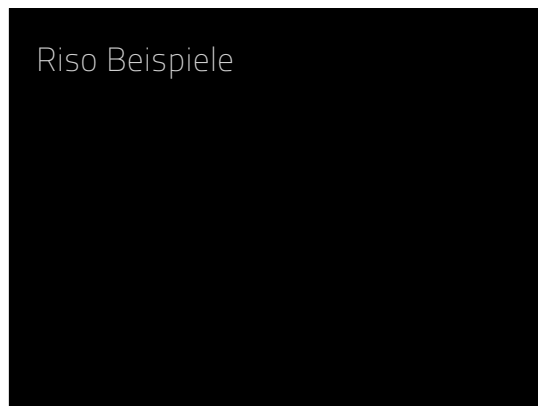
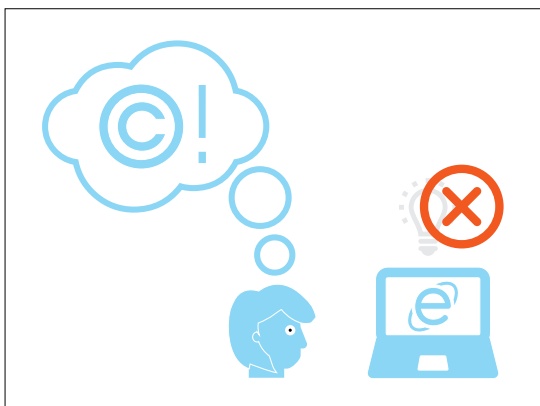
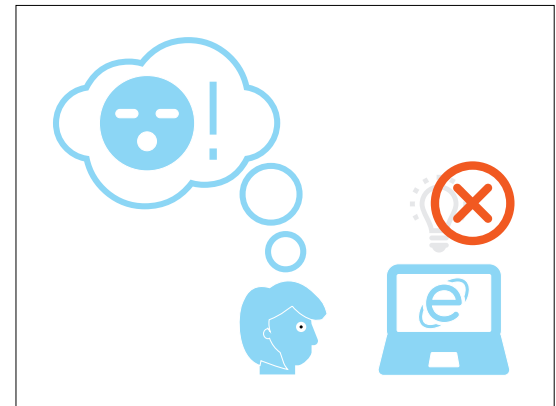
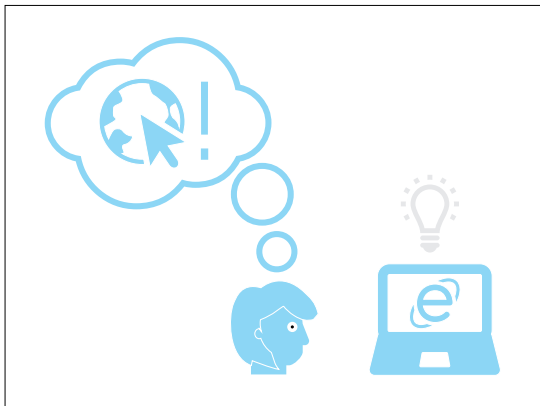
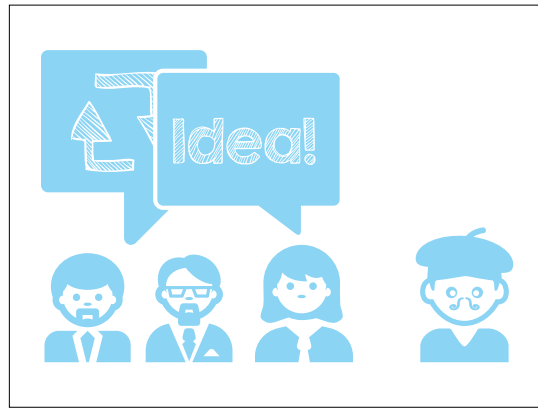
| KW       | Datum       | Inhalt                                     |
|----------|-------------|--------------------------------------------|
| KW 15    | 8./9.4.     | Projektplanung und Konzeption              |
| KW 16    | 15./16.4.   | Recherche und finale Konzeption Inhalt     |
| KW 17    | 22./23.4.   | Konzeption Gestaltung                      |
| KW 18    | 29./30.4.   | Präsentation der Konzepte (Korn 01)        |
| KW 19    | 6./7.5.     | Präsentation der Konzepte (Korn 02 Papier) |
| KW 20    | 13./14.5.   | Papier und Bindung, Farbe und Raster       |
| KW 21/2  | 20./28.5.   | Detaillierung und Korrektur                |
| KW 22/3  | 27.05./4.6. | Finale Reinzeichnung, PDF-Workflow         |
| KW 23/5  | 3.6./18.6.  | Planen Medienprodukte                      |
| KW 24/6  | 10.6./25.6. | Druckverfahren - RISO                      |
| KW 25/7  | 17.6./2.7.  | Realisieren der Produkte (Ausdruck/Litho)  |
| KW 26/8  | 24.6./9.7.  | Druckproduktion / Post-Produktion          |
| KW 27/29 | 1.7./16.7.  | Post-Produktion / Klausurvorbereitung      |
| KW 28/30 | 8.7./23.7.  | Klausurvorbereitung/Semesterausstellung    |
| KW 29    | 15.7.       | Klausurvorbereitung                        |
| KW 30    | 22.7.       | Semesterausstellung                        |

Finale Semesterausstellung

## THEMEN, SEITENLAUF:



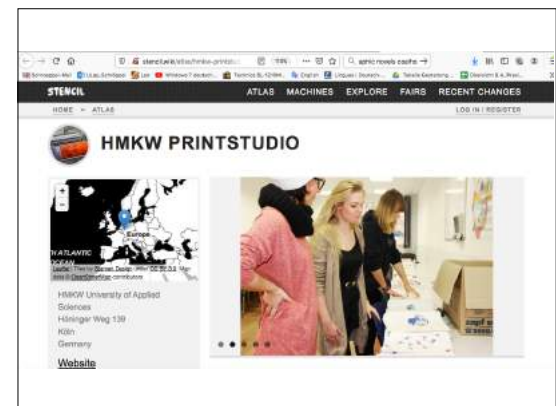
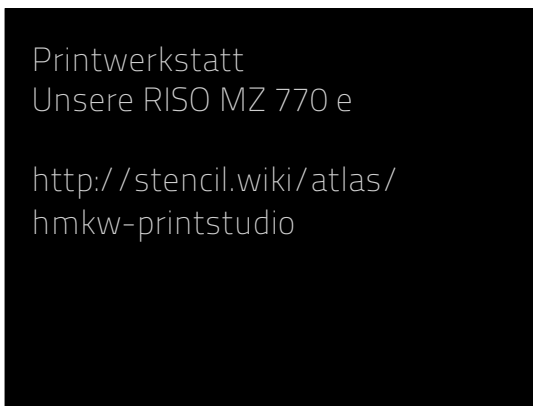


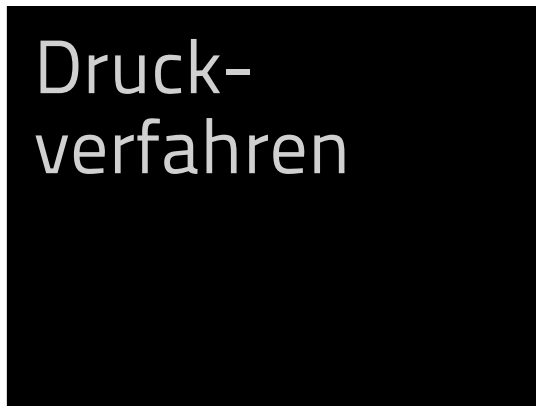
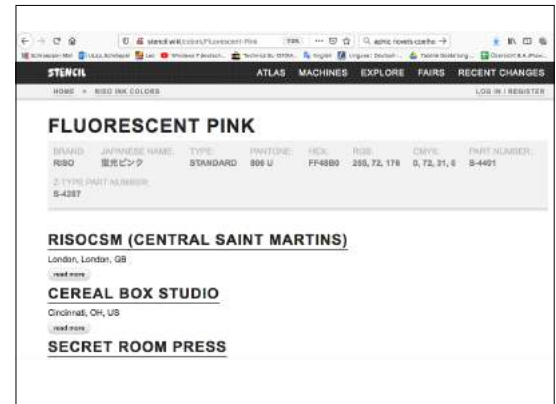
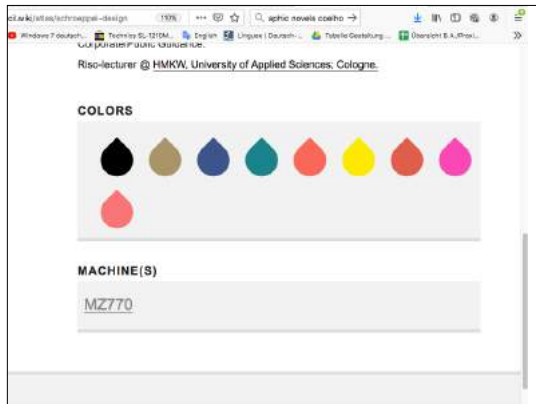
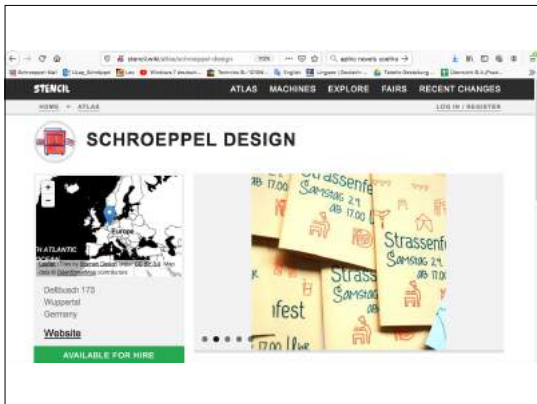
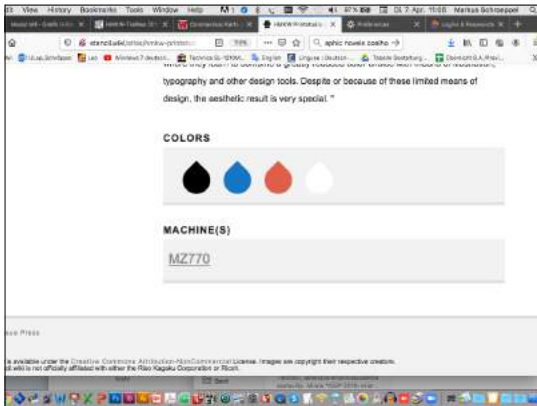


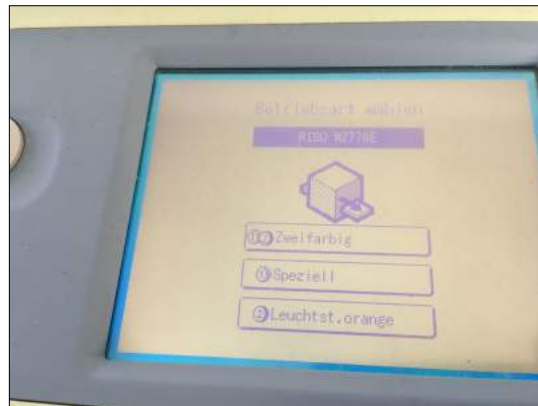
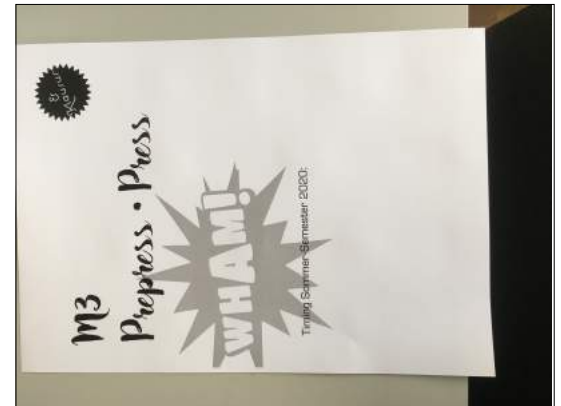
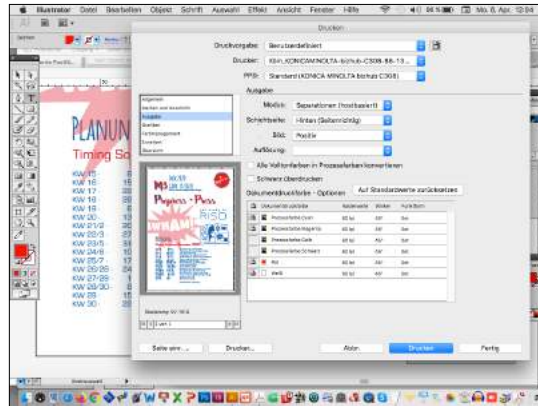
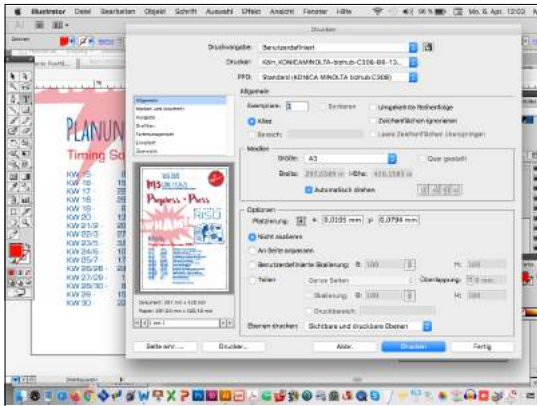
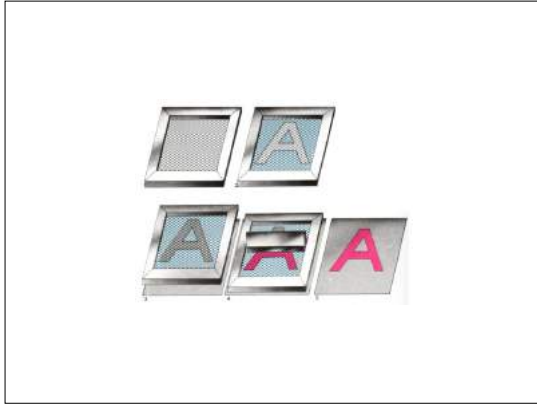
Risograph, Mimeograph and Other Stencil Duplicators

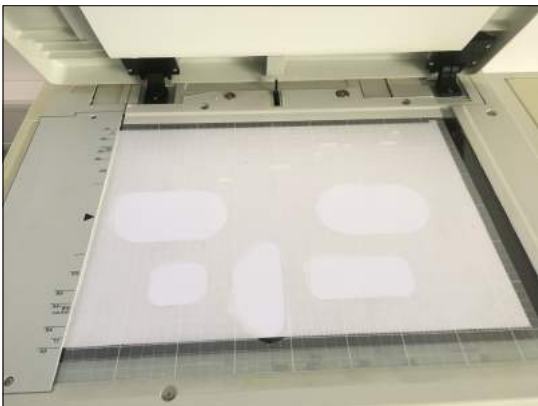
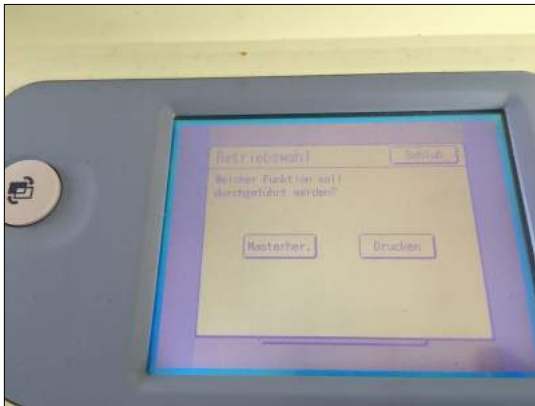
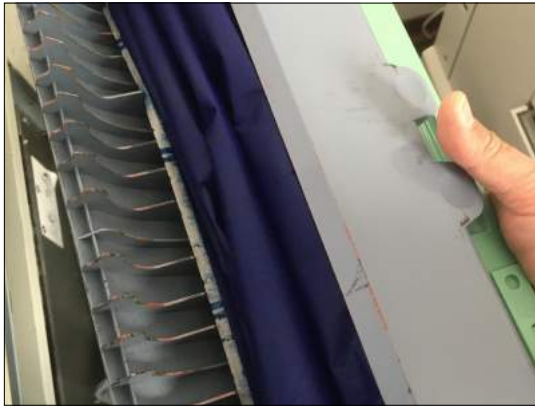
**RISO** The new spirit  
of printing  
**MANIA**

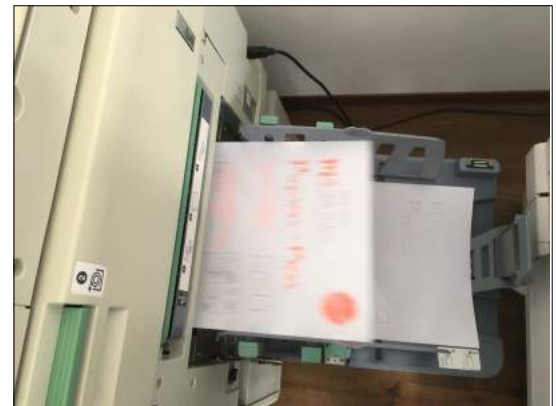
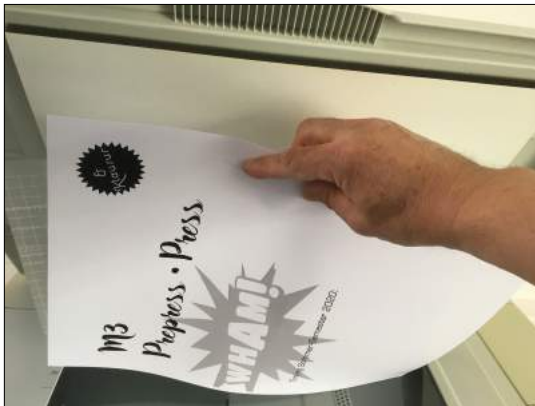
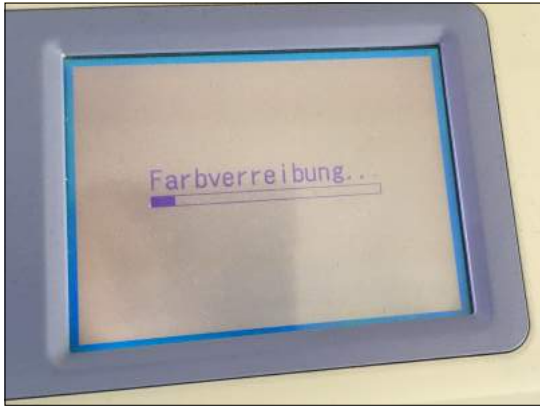
Vertriebs-  
netzwerke  
15 Jahre in  
Deutschland und weltweit

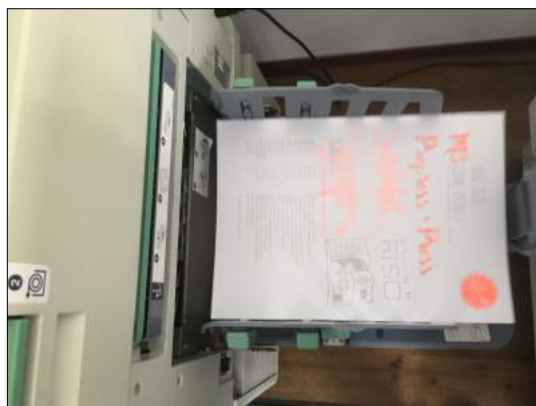
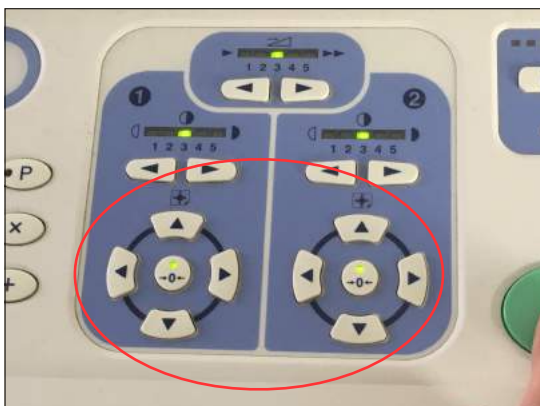
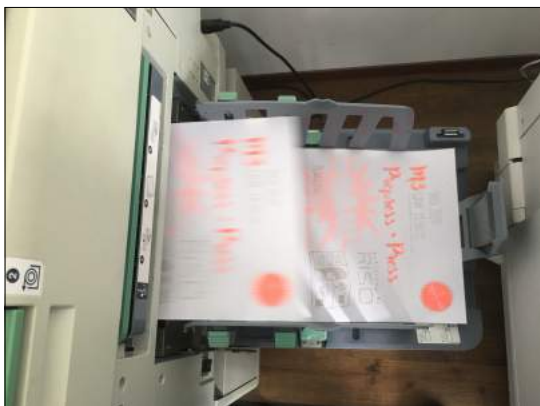
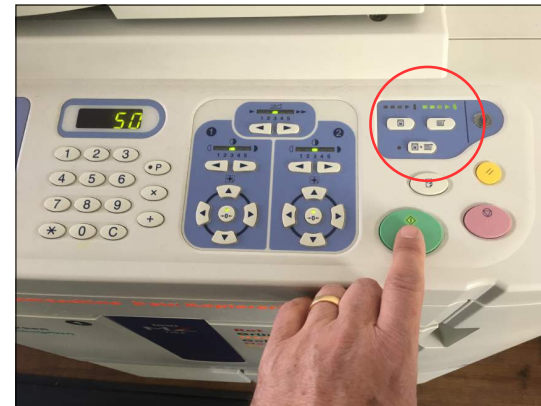
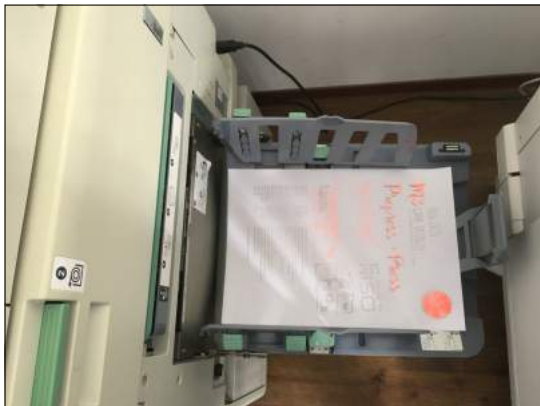


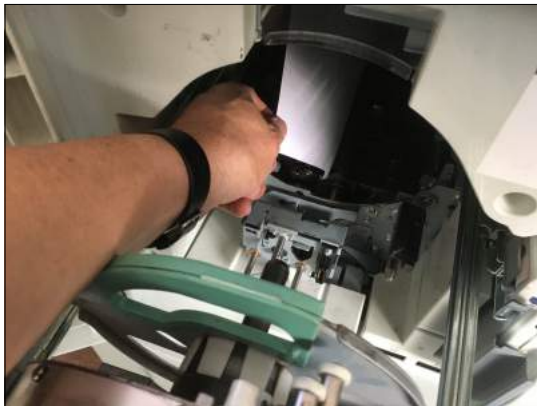
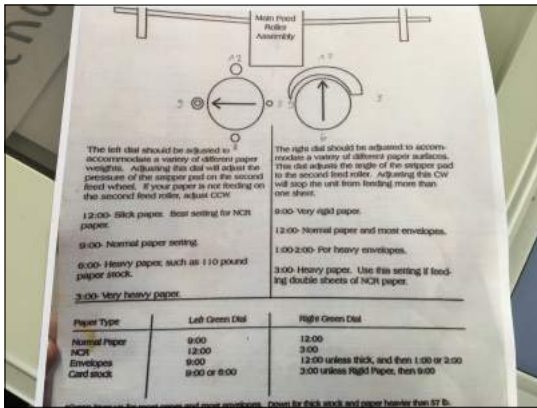






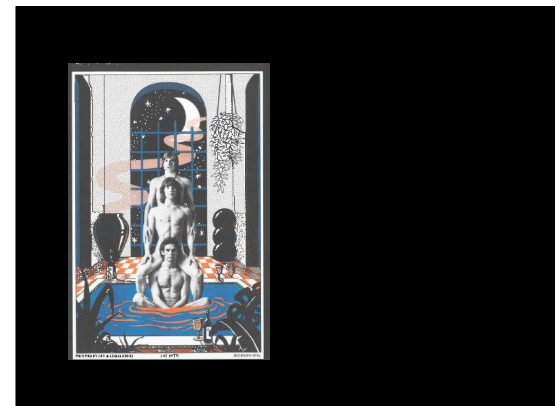
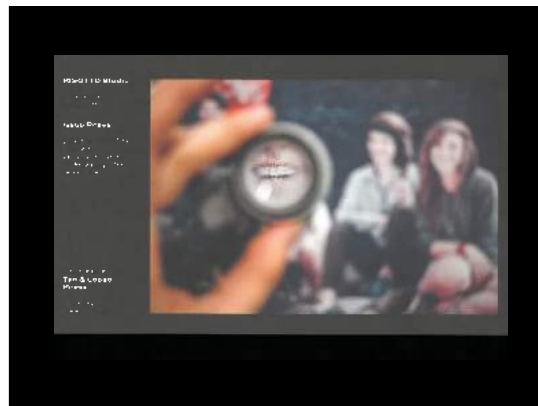
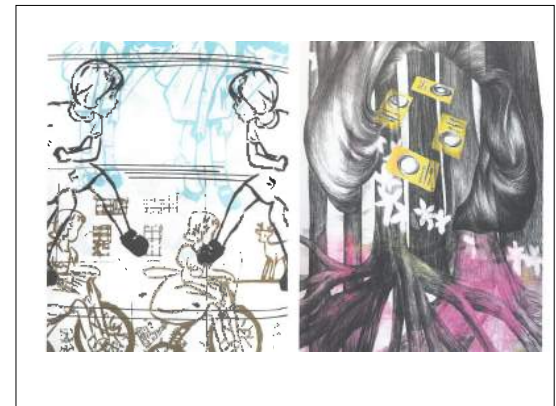
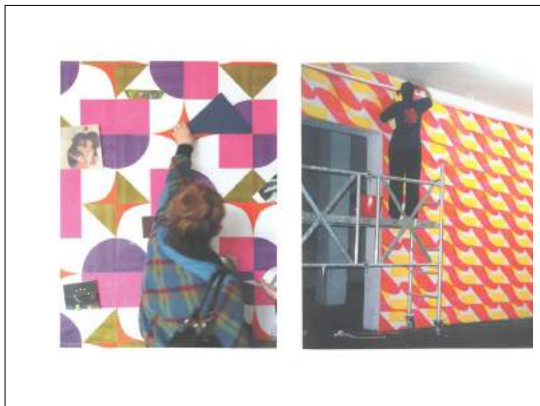
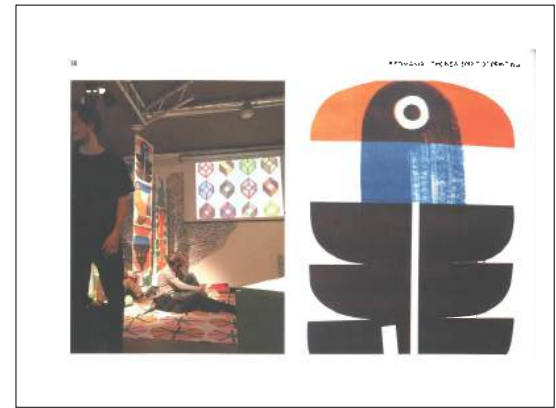


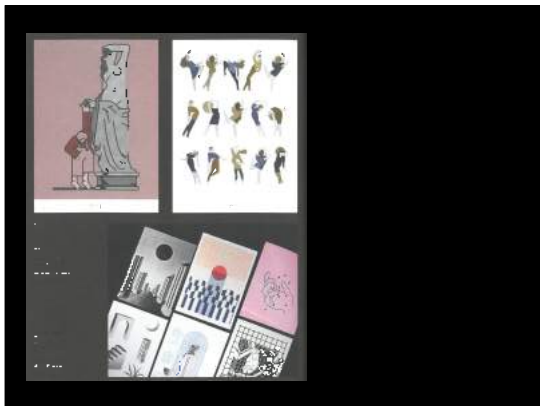
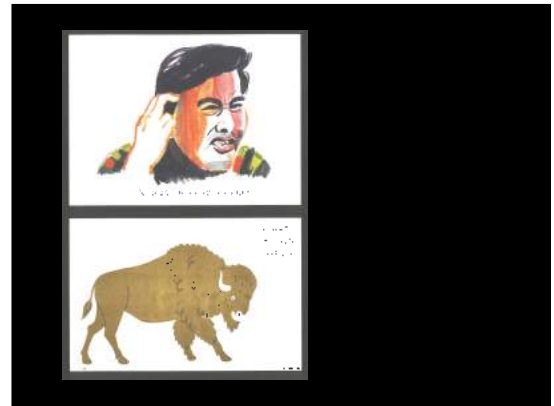






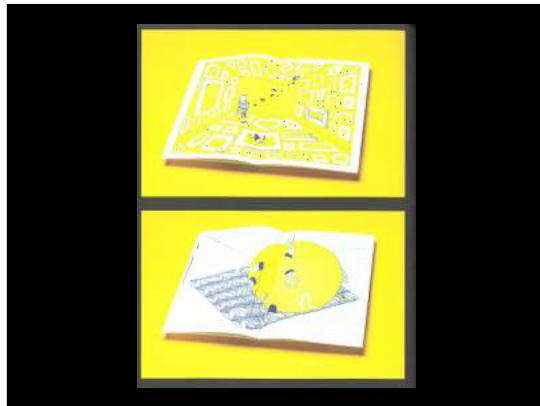
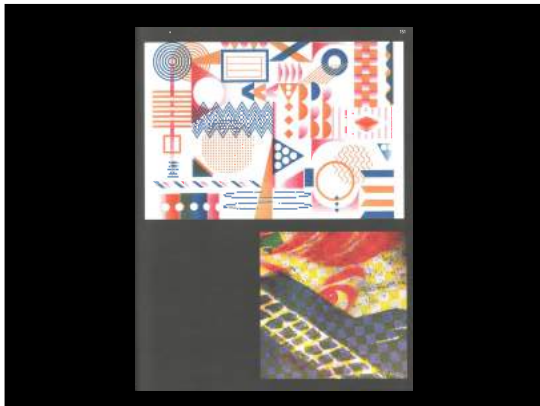
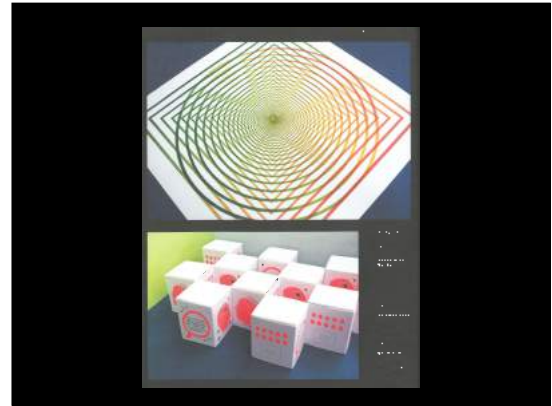
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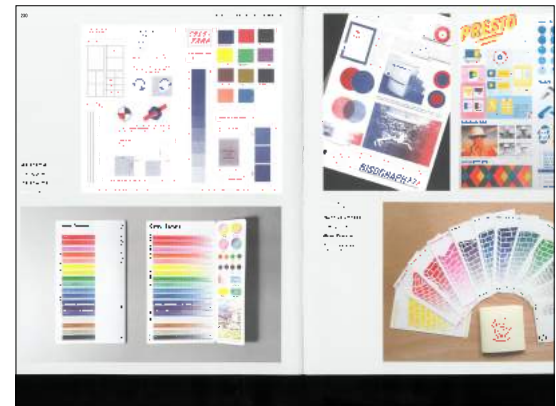
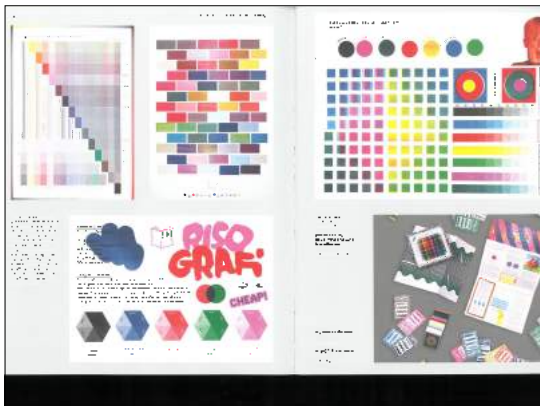
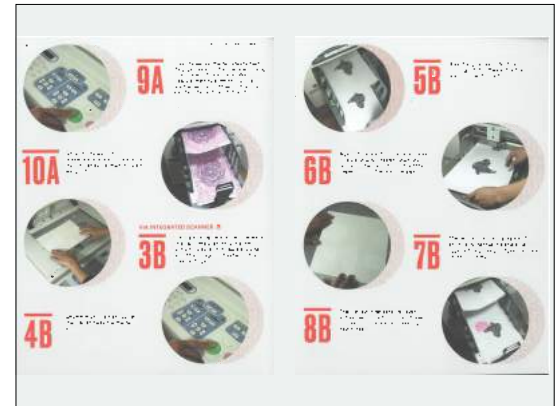
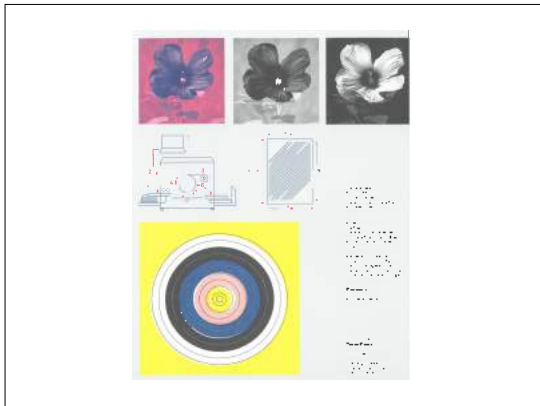
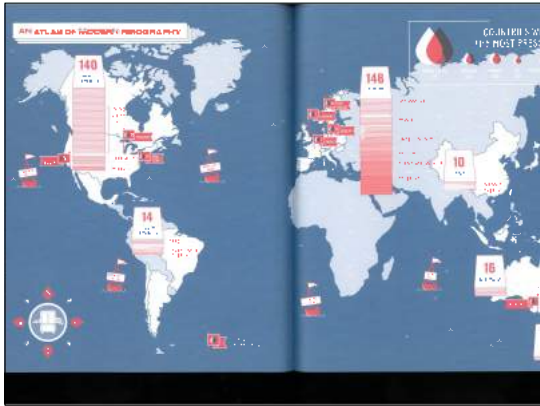














Semester-  
aufgabe

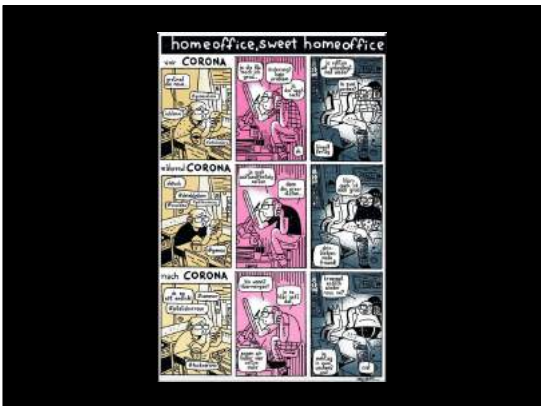
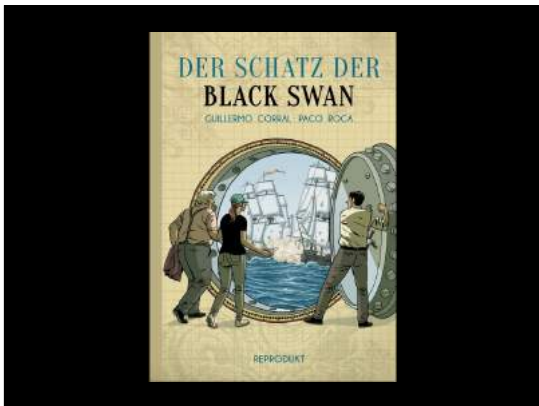
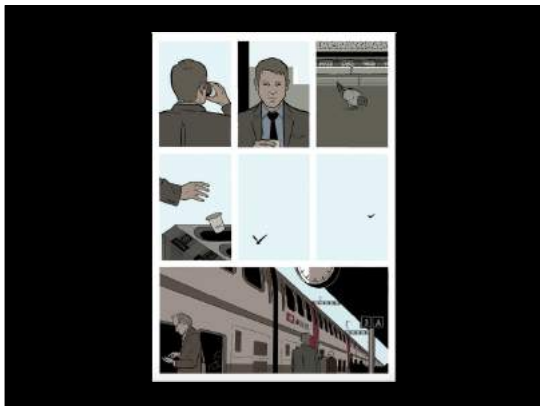
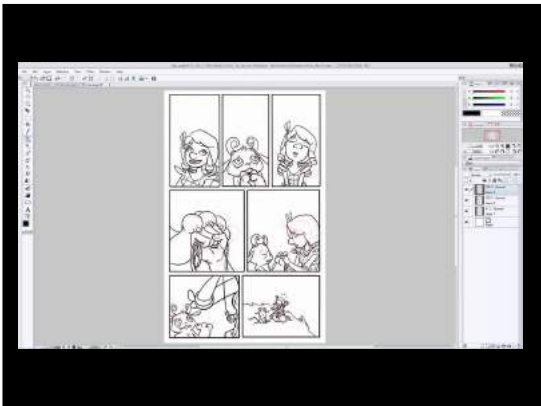
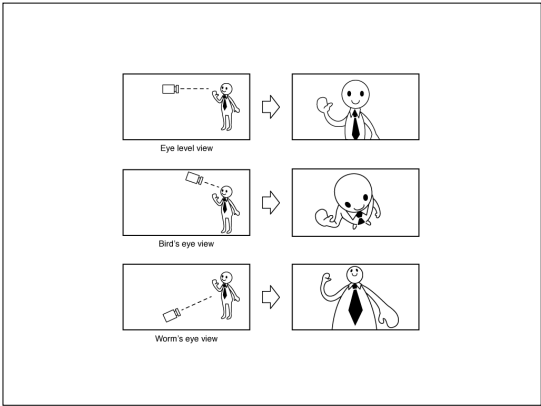
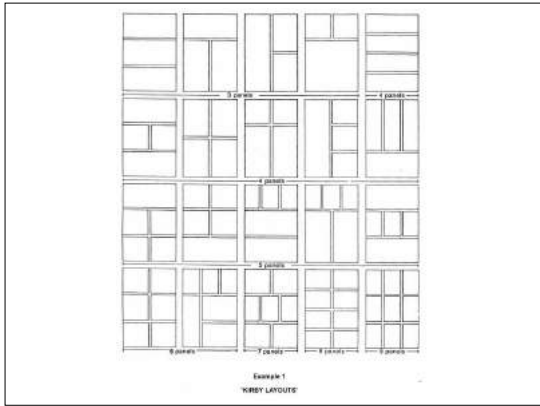
Graphic  
Novel

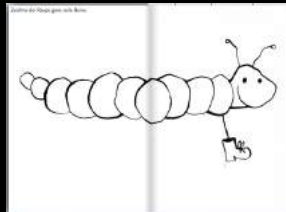
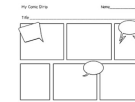


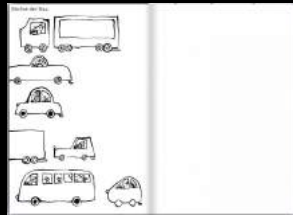


Bilder  
erzählen  
lassen









OK?

# Verwendung als Online-Printer

