

Mission and Operating Plan

IMPOSITION PRESS is the creative letterpress printing initiative of Montserrat College of Art. It supplements and supports studio courses and activity in the book arts at the College; contributes to the Montserrat experience as a center for fine and adventurous printing; enables student and other artists, designers and writers to pursue work in this area; and provides a means for collaborations with artists and Montserrat faculty.

These activities might take the form of collaborations with visiting artists; internships for students to work on projects and with visiting artists, the creation of distinctive publications and documents for the College (e.g., posters, promotional materials), and projects linking the College to external communities.

For the College, Imposition Press lends greater vitality to our book arts program — an exciting but underrecognized jewel within Montserrat — and increased exposure to external communities. For students who become involved in the Press and in letterpress printing generally, the benefits extend beyond craft and aesthetic development, to include experience with the practicalities of pricing and managing jobs of some complexity, and working with clients and other partners. And it gives students an opportunity to develop entrepreneurial skills and attitudes.

Imposition Press taps the energies and diverse skills of faculty and students within the College, who care about the creative potential of the medium.

Management and Operation

The press operates in the letterpress studio in the Hardie Building basement. It is overseen by a group of interested faculty — Ethan Berry, John Colan, John McVey and Sarah Smith — that shall be known as the Oversight Committee below. The “point person” for the press is Smith. The letterpress studio — and Imposition Press — share the support of a work-study student serving as studio monitor and technician.

Imposition Press is intended to complement the primary teaching and learning roles of the letterpress studio. Scheduling of Imposition Press jobs, done by the manager in discussion with other members of the Oversight Committee, would ensure against any conflict with those primary roles. It is anticipated that larger projects would be scheduled only for the summer, with the possible addition of the winter break. Smaller jobs — e.g., promotional materials for Open House — might be able to be worked in to the regular semester, again ensuring there is no conflict with course and student work going on in the studio. Work-study and other students might be involved in these projects.

Revenues and expenses associated with Imposition Press are separate from budgets under which book arts courses are taught in the letterpress studio. We have discussed the creation of a separate “sinking fund” or similar account, within the Montserrat accounting structure, that would accommodate Imposition Press revenues and expenses associated with those revenues (i.e., paper, ink and labor associated with jobs for internal and external clients). Invoices would be paid by checks of the Montserrat College of Art. We have also discussed the idea of a maximum college exposure to such expenses — or the current difference between revenues and expenses — of a notional 5,000 dollars. Some members of the overseers group are prepared to contribute monies to that fund, perhaps totalling 1,000 dollars.

We have reviewed and commented on a draft schedule of fees, breaking down jobs by size, complexity, labor (e.g., lines of hand-set type, set-up and clean-up), etc. The schedule, when completed, will also suggest the capabilities of Imposition Press, including work from photopolymer plates created from negatives.

Imposition Press is, for the most part, not a “job” press. The Oversight Committee would review and evaluate proposals in terms of their “fit” with the mission of the Press, aesthetic and practical grounds, including scheduling issues, and whether they look exciting and, of great importance, fun.

It needs to be emphasized that proposals should be submitted in a timely manner, to get them put on the Imposition Press calendar.

24 August 04

Imposition Press
Montserrat College of Art
23 Essex Street
Beverly, Massachusetts 01915

978 921 4242 xxxxx

<http://www.bryophyte.com/imposition/index.htm>

Oversight Committee

Ethan Berry
John Colan
John McVey
Sarah Smith (manager)

Job Title		
Client / Collaborator		
Date submitted		
Desired job timeframe, delivery date		
Components (list separate components here, and fill out separate estimate sheet for each)	1	
	2	
	3	
	4	

Component number	
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Edition (number of pieces)	
Description (e.g., book, brochure, poster, card)	
Finished size (dimensions)	
Number of pages	

Type			
Fonts (select from list of available typefaces and sizes, if using lead)			
	quantity	unit price	extension
Number of hand-set lines			

	quantity	unit price	extension
Ink			
Colors (specify names, coverage)			
Impressions			

	quantity	unit price	extension
Photopolymer Plates			
Negatives			

	quantity	unit price	extension
Stock (name or description)			
Cover stock (name or description)			
size (before finishing)			

Fee Schedule, Estimate Sheet

		unit price	extension
Proofs	galley		
	Proof 1		
	Proof 2		

		hours	unit price	extension
Labor	design			
	set-up time			
	press time			
	clean-up time			

		unit price	extension
Finishing			
Binding			
Packing			
Shipping			

Component	1	Subtotal	
		Adjustments	
		Total	

Component	1		
	2		
	3		
	4		
		Total	