



Daniels Graphics



HANDMADE *in* AMERICA



2007 PIA/GATF Certificate of Merit Award Winner Directories/Sourcebooks Category

About the Award

PIA/GATF is the world's largest graphic arts trade association, representing an industry with more than one million employees. Each year hundreds of PIA/GATF members from four continents and the Pacific Rim enter thousands of printed projects for judging, making this the largest competition of this type in the world. A Certificate of Merit Award is given to those few entries representing an extremely high level of quality in both printing and design. This was one of two Certificate of Merit Awards won by Daniels Graphics in the 2007 competition.

Purpose of the Project

This sourcebook showcases architectural elements that are handmade by Western North Carolina craftspeople. Handmade in America sells this sourcebook to architects, designers, homebuilders, home owners and others who are interested in incorporating handmade pieces in their architectural designs.

Production Notes

Daniels Graphics worked with the designer, Springhouse Design of Knoxville, to create a binder that would meet the functional needs of a sourcebook while expressing the organic look and feel that Handmade in America desired. A matte paper with dull varnish was selected for the interior sheets, helping to both continue the natural appearance and prevent glare on the text copy.

Final approval came from the customer at press check, since all necessary color and file corrections were accomplished by Daniels Graphics in the prepress stage. After printing was complete, the collation and insertion was conducted by hand at Daniels Graphics' headquarters in Asheville.