

Thoughts on printmaking

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Printmaking I liked the laser engraving of Apple on the laptop the best. This is because it represents a very unconventional way of marketing a product and it serves dual purposes. It is not only an advertisement but it's a laptop cover too. With the "Apple" logo engraved on it, it is actually marketing the product also. These days, laptops are used very commonly and there is cut throat competition between brands such as Sony, Dell, Apple or HP etc. So in order to stand out or grab the audience's attention, one needs to come up with such novel and innovative ideas.

Another feature about this laptop cover is that it can be used on any laptop, not necessarily Apples. A user can cover his/her laptop with this beautiful adornment irrespective of the brand. Also the color of the cover has made it exceptionally appealing. White engravings on a dark background are giving it an outstanding look. This cover has got a good aesthetic appeal to it as well. Also, the design is quite intricate and would be liked by people generally. The colors are also gender neutral making it easy for any gender to use the cover. They aren't bright or flashy so people won't get awkward before using it.

I like it because it is modern, conventional, trendy and beautiful. It is smooth and shiny and the fact that it is a laser engraving makes it special. The remaining images shown in the slides deserve acclaim as well, but I found this one the best as it is very different and attention grabbing.

In my opinion, marketers should work more towards developing such innovative printmaking techniques in order to break through the clutter and get successful in this age of brand wars.