

## **CRITERIA OF A QUALITY ASSESSMENT FOR THE PRINTING INDUSTRY**

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**Research field:** V003 Design

**Research purpose.** In today's information and technology age, attitudes towards different forms of advertising have changed, namely technologies that deliver limited design and quality performance at a lower level than design and technological capabilities at a higher level. Undoubtedly, according to the above, the target audiences are different, as well as the quantity of the target audience is different. Logically, this is subordinate to the financial possibilities offered by the specific result in terms of print and design quality, namely, the higher the print quality and design, the more expensive the service. There is a generally accepted standard for printing, and what does not meet the standard's requirements is lower design performance and print quality. The aim of the article is to determine the quality evaluation criteria in the field of printing by analysing the scientific literature.

**Keywords:** brochures, design, development, magazines, printing, quality, research, target audience

**Research Methodology.** Research methods - analysis of literature and information sources.

**Results / Findings.** Achieved result - quality evaluation criteria in the printing industry have been determined. The main ones are the accounting of quality indicators of printing processes, the quality checks of technological processes, as well as the quality of the presented design, which complies with the generally accepted guidelines in the printing materials like magazines and brochures. Technique is essential to ensure that a high-resolution photograph meets the desired result, following a quality check of the printing equipment by means of a densitometer and other quality control checks. The opinion of experts with many years of experience in the field is important to consider the evaluation criteria. It is important to consider technical developments and the subordination of design to it.

**Originality / Practical implications.** Evaluation of the qualitative print and design in a poster, magazine.