

TAGA HONORS AWARD 1987

to

KENNETH G. WEST

for his achievements in developing a standardized color reproduction system, designing and directing the development of systems and equipment for the mass production of high quality color reproductions for Hallmark Cards and other products that have become the hallmark of color quality in the printing industry, and finding time to serve the industry's institutions, TAGA honors Kenneth G. West.



KENNETH G. WEST has been interested in art, photography, science, and music ever since he was a young man, when in 1941, he joined Hallmark Cards, Inc. as an artist to learn litho retouching. In 1942, he enlisted in the U.S. Navy, where he continued his education and experience in photography and lithography which helped him when he returned to Hallmark to operate a process camera in 1946. At the time, greeting cards were reproduced in full color by a time-consuming, hand drawn, color separation process using as many as 12 colors per subject. By 1951, West had developed "Hallmark Colormaster Control", a standardized four-color process color reproduction system using densitometer control from camera through the press. Two years later, and "extra red" was added to the system to improve Christmas and Valentine reds. In 1961, he was the first to introduce fluorescent pink (light magenta) as a process ink and the following year a sixth color (light cyan) was added to form the basic standard six-color reproduction system still in use at Hallmark today. He was instrumental in teaching his new techniques of standardized color reproduction to Hallmark's suppliers of printed cards.

During the 1960's, West conceptualized and directed the development of specialized semi-automated color separation and halftone cameras using his analog computer system, "Expozac". Among other developments were separation negatives directly from three-dimensional art subjects; system for altering halftone dot sizes in specific picture areas in the contact darkroom; a simple method for using halftone images as continuous tone masks; and many other innovative systems and unique equipment.

Ken has been a member of TAGA since 1957. He is a member of the Inter-Society Color Council, has served as a board member of Graphic Arts Technical Foundation, and is a member of the GATF Society of Fellows. He has been a Hallmark corporate officer for over 14 years and will retire as Vice President - Technical Development and Graphics Production at the end of May 1987, after 45 years of dedicated service to Hallmark and the printing industry.