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Assess How Design Affects the Overall Print Quality in Somolu, Lagos, Nigeria

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Abstract
Design is an integral part of the print production process and must be executed properly to ensure high-quality prints. This aspect of print production must be executed appropriately so that the final printed material appears elegant and attractive. During the design process, basic design principles are followed to make the printed material visually appealing. Colour, for instance, is one of the significant components of graphic design, and therefore, to create a top-notch design, contrasting colours are essential, and from practice, these colours (contrasting colours) aid quality prints in offset lithographic prints. Given the negative stereotypes printers in Somolu face due to their work, an assessment is imperative to determine how design affects the overall print production process. Somolu printing works are usually referred to as "Somolu Prints". This statement is often used pejoratively by some corporate print patrons and members of the public to denote inferior or low-quality prints, particularly in offset lithography. The researcher's investigation reveals that this is not true for all printers in Somolu. Against this backdrop, the researcher considers it imperative to assess the design aspect of print production to determine its impact on the overall process, based on graphic design principles, and to determine whether printers in Somolu consider it. In this study, a survey method was employed, and the data were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics (simple percentages, frequencies, mean, and standard deviation) were employed to analyse the data.

Keywords: *Design, print production, printing, visually appealing, colour, offset lithography, Somolu Prints, Graphic design principles*

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1.0 INTRODUCTION

The printing business has dominated the entire Somolu community over the years (Oke, Phillips, Kolawole, Ofiabulu and Adeyeye, 2008). Printed works are seen everywhere around us in our day-to-day lives. It serves various functions in education, communication and information. Its applicability to everyday human activities cannot be overstated, as society at large cannot operate, interact, or socialise optimally without printed materials in publishing, fashion, health, advertising, legal documentation, the production of various artworks, photography, packaging, and so on (Davis, 1991). Printing is defined as any of several techniques for reproducing texts

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and illustrations, in black or in colour, on a durable surface and in a desired number of identical copies (De Vinne, 2016). The utmost essence of printing is to achieve excellent print quality.

Offset lithographic printing, on which this research is based, refers to a method of mass production printing where an image is transferred from a metallic plate onto a rubber blanket (offset) and then onto the final printing surface, like paper or other related materials (Adeyeye, 2020). According to Verikas et al. (2011), print quality refers to the clarity, sharpness, crispness, and overall appearance of printed text and images. It is usually measured in dots per inch (dpi) or pixels per inch (ppi). High-quality print has high resolution, clear, well-defined lines, vibrant colours, and precise details. The primary determinant of good print quality is proper adherence to the design principles and print production process, ranging from design, press, prepress and finishing (colour (CMYK and RGB), overprint preview, resolution, registration, file export type, paper grains direction, colour density, to mention but a few (Verikas et al, 2011). Design is the first step in the print production process.

This involves combining elements of design in harmony with the principles of graphic design to create a visually appealing composition, including colour, balance, visual hierarchy, and emphasis (Neves, 2017). In print design, the process can be broken down into four stages: the brief, creation, feedback, and final artwork (Barnett, 2018). The stages are: Stage 1: The brief, Stage 2: Creation, Stage 3: Feedback and Stage 4: Final Artwork

1.1 Statement of Research Problem

According to Adeyeye, Falola, Waribo and Akinbode (2015), Somolu is a beehive of printing in Lagos, where a large number of printing stakeholders are found to carry out various forms of printing activities such as offset/lithographic printing, screen printing, flexography, gravure, and digital printing, to mention a few. As printers carry out their work, they face the challenge of negative stereotypes attributed to their work by some corporate print clients and members of the public. Observation from the researcher reveals that print quality in Somolu varies from one press to another, which is mainly due to the experience, education and professional training of the printers.

According to Adeyeye et al. (2015), printers and other printing stakeholders in Somolu have diverse backgrounds: some are trained, while others are not; some are educated, while others are not. For this reason, some corporate organisations and members of the public derogatively described the printing works in Somolu as "Somolu Print," which connotes substandard printing (Ayodeji, 2015). As a result of the term *"Somolu Print",* based on the researcher's experience and interaction with some printing stakeholders, the following statements can be deduced:

a. Some people's perception about the quality of Somolu printing works has changed, most especially some corporate organisations,
b. It describes Somolu as a place where printers do not follow everyday print production ethics,
c. It describes the community as a place unfit for high-quality printing works,
d. It describes the Somolu community as a place where there are few or no professionals at all.
e. and finally, it describes the Somolu community as a place where only illiterates dominate the printing activities.

The question now is: does this expression truly represent the real situation? There may be poor-quality prints and high-quality prints, depending on where and by whom the items are printed. This forms the basis for the assessment in this research study.

1.2 Research Question

The following research question guides the study.
How does design affect the overall print quality in Somolu?

1.3 Aim and Objective of the Study

The study aims to assess the print quality of "Somolu prints" in graphic design and to address the negative stereotypes associated with them.
The objective of the study is to:
Assess how design affects the overall print quality.

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1.4 Justification for the Study

Pinki (2017) discusses how the choice of people/printers, in terms of different printing methods, affects print quality. This explains only how different printing methods affect print quality, without considering other relevant factors. Kumaraguru et al. (2014) explain that paper quality is pivotal to achieving high-quality prints. They further stated that the quality of printing paper is an important factor in determining print quality. Worldwide, the main challenges facing the printing industry are meeting global market needs by producing paper of different specifications, depending on its intended use.

However, both researchers have examined ways to achieve print quality through printing methods and paper quality. However, they have not critically examined other relevant factors, such as design, which affect the final print quality. This research will examine the aforementioned factors that determine print quality in the Somolu community, Lagos State, to ascertain whether printers take cognisance of their effects on print quality to achieve excellent prints.

According to Onwuzoo (2022), pollution from printers' use of generators in Somolu has caused serious health hazards for community residents. In addition to posing a significant environmental hazard, it adversely affects print quality. In this regard, Onwuzoo did not look into other technical factors that influence print quality. Considering the gap left by Pinki et al., Kumaraguru et al., and Onwuzoo, this research will attempt to address it. Subsequently, it will help elucidate how printers achieve higher-quality offset lithographic prints despite various factors that may adversely affect overall print quality. The factors used to determine print quality in this study are: colour (CMYK and RGB), design principles, and print production processes (design, finishing, resolution, registration, file export type, and colour density). This research will address the following about printing works in Somolu:

a. show that printing is done professionally in Somolu;
b. show that the quality of Somolu prints is not substandard;
c. show that though the place is congested, quality printing works are produced seamlessly;
d. explain more on professional printing works, how they are made, unlike the unprofessional ones; and
e. put Somolu printing works in the proper perspective in order to increase the confidence of many print buyers.

2.0 MATERIALS AND METHODS

2.1 Print production processes in offset/ lithographic printing

Commercial printing is an essential component of the modern business environment, enabling companies to produce high-quality materials cost-effectively (Sheer, 2023). It is a complex process with many steps and considerations, but what exactly goes into making a successful print job? To answer that question, it is important to examine the process's main steps more closely. It is also important to become familiar with the printing process most commonly used for commercial projects and to understand why it has become so popular. With this knowledge, one can make informed decisions regarding print requirements. Print production processes play an important role in ensuring that the finished products come out excellently and professionally.

For any printer to produce a standard finished job, print production processes, including costing/Estimation, design, prepress, press, and postpress, must be thorough. Of all these processes, prepress is particularly important for achieving a high-quality final product. Although other processes are essential, design strategically underpins all other processes to achieve the desired final output. Design also helps select the appropriate colour and address potential issues that may arise during printing and post-printing processes. Sheer (2023) states that when this process is well established in any printing business, quackery and unprofessional practices leading to substandard final products are significantly reduced.

2.2 Design stage in print production

This is the first step in the print production process. This involves combining elements of design in harmony with the principles of graphic design to create a visually appealing composition, including colour, balance, visual hierarchy, and emphasis (Neves, 2017). Design in

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print production, in the real sense, encompasses the creation of visual communications in digital formats. Preparing them for a physical output by ensuring technical specifications (CMYK colour, 300 DPI resolution, bleeds, correct fonts) are met, bridging creative concepts with industrial, and managing the entire workflow from idea to finished printed product for brand consistency and effective messaging (Collins, Hass, Jeffery, Martin, Medeiros and Tomljanovic, 2015). In print design, the process can be broken down into four stages: the brief, creation, feedback, and final artwork (Barnett, 2018). The stages are: Stage 1: The brief, Stage 2: Creation, Stage 3: Feedback and Stage 4: Final Artwork

3.0 METHODOLOGY

This section focuses on the methodology that was adopted for this study. In this section, the research design, population, sampling frame, sample size, sampling techniques, instrumentation, validity, data collection, and data analysis were examined.

3.1 Research Design

To conduct this study, a mixed-methods research methodology was adopted. This implies that, at each stage of the work, the most appropriate methods were employed in accordance with the objective. In conducting this in-depth interview, appropriate survey and observational methods were employed.

3.2 Research Population

A population is described as any group of individuals who have one or more characteristics in common that are relevant to a study. The population for this study comprises all printing stakeholders in the Somolu community. These stakeholders are Printers (large and small scale), Suppliers, Graphic Designer/Prepress Professionals, Residents, Drivers/Logistics personnel, Non Printers, and the Chartered Institute of Professional Printers of Nigeria, CIPPON.

3.2.1 Sampling Frame

A sample is a subset of a population defined by a sampling rule. It is the complete list of all members/units of the population from which each sampling unit is selected. In this study, the criterion and random sampling were employed. According to Palinkas, Horwitz, Green, Wisdom, Duan, and Hoagwood (2015), criterion sampling is a purposive sampling method used in research to select individuals based on specific predetermined criteria or characteristics. The sampling frame in this research is the number of selected printing stakeholders in the Somolu community.

3.2.2 Sample Size

There are numerous streets in the Somolu Local Government Area, as revealed by the researcher's experience in the community. For this study, the researcher uses criterion sampling to select 10 major and popular streets on which printer clusters conduct business as the sampling frame. The streets are: Bajulaye, Abiodun, Apata, Moshalashi, Shipeolu, Oguntolu, Akeju, Awofeso, Olaleye and Agunbiade. Two printing stakeholders were selected from each category of stakeholders in these streets, except for residents, for whom five houses were systematically selected on a street, and one person was randomly selected from each house on that street. These stakeholders were given questionnaires that addressed the objectives. Table 3.1 presents selected streets by size and the presence of a large cluster of printers.

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S/N	Selected Streets in Somolu	Printers 2/Street	Residents 5houses/street 1 person/ house	2 Graphic Designers/ Pre-press Pro/Street	2Suppliers: /Street	2Driver/ Logistics personnel	2Print Buyers/ Street
1	Bajulaye	2	5	2	2	2	2
2	Abiodun	2	5	2	2	2	2
3	Apata	2	5	2	2	2	2
4	Shipeolu	2	5	2	2	2	2
5	Akeju	2	5	2	2	2	2
6	Awofeso	2	5	2	2	2	2
7	Oguntolu	2	5	2	2	2	2
8	Agunbiade	2	5	2	2	2	2
9	Moshalashi	2	5	2	2	2	2
10	Olaleye	2	5	2	2	2	2
	Total	20	50	20	20	20	20

The total number of **stakeholders** who were given questionnaires here was 150

Table 3.2 shows printing professionals and Government officials within and outside the Somolu Local Government of Lagos State.

S/N	Selected Printing Professional and Government officials	Somolu Community/ Local Government Area
1	CIPPON members	10
2	Government Officials	10
	Total	20

The total number of stakeholders who received questionnaires was 20. Altogether, the stakeholders' size is 170

Sample Size of Non-Printers in Somolu Community, Lagos State:

The sample size for the non-printers was calculated using Cochran's formula since the population of the non-printers is infinite. The Cochran formula allows you to calculate an ideal sample size given a desired precision, a desired confidence level, and the estimated proportion of the attribute in the population (Chaokromthong & Sintao, 2021). Cochran's formula is mathematically given as:

$$n_o = \frac{z^2 pq}{e^2}$$

Where:
n_o= the sample size
z = selected critical value of desired confidence level
p = estimated proportion of an attribute that is present in the population
e = the desired level of precision
q = 1-p

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Since the degree of variability of the population is not known and p=0.5, e=0.05, z=1.96, so q=1-0.5= 0.5. Therefore, sample size:

$= \frac{(1.96)^2(0.5)(0.5)}{0.05^2}$

=384.16.

Therefore, the sample size for non-printers in this study will be approximately 384. Altogether, we have 554 respondents who attempted the questionnaires given to them (both purposively and randomly sampled).

3.2.2 Sampling Technique

Purposive sampling would be used to sample all stakeholders in the Somolu printing ecosystem, except for non-printers, for whom random sampling would be used. This means that the stakeholders were strategically selected for the study on the major streets in the Somolu community.

3.2.3 Sources of Data

The sources of data for this research are of two kinds, namely:

Primary Data: This was collected through the researcher's personal experience, in-depth interviews, observation and survey. The researcher personally moved along selected streets in the Somolu community of Lagos State, carefully observed printing activities, conducted in-depth interviews, and administered questionnaires to various stakeholders. The researcher's extensive experience in Somolu over the years was also used as a data collection source in this action-based participatory research.

Secondary Data: These were sourced from local and international books, journals, published studies, the internet, and other relevant sources.

3.3 Method of Data Collection

In-depth interviews, observation and structured questionnaires were used to collect the necessary data from the interviewees/respondents. The objective itself determined the method used for each objective. The interview questions were specifically designed to capture the study's objectives, and the questionnaires were used for the same purposes. The questionnaires were designed with two sections: Section A collected demographic data (e.g., age and gender), while Section B collected the study's other variables. Section B was designed to use a 5-point rating scale: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), and Undecided (U).

3.4 Method of Data Analysis

The Statistical Package for the Social Sciences (SPSS) was used to analyse the data, with descriptive statistics (simple percentages, frequencies, mean, and standard deviation).

Table 3.3 presents the research objectives, data collection methods, and data analysis methods.

S/N	Research Objective	Method of Data Collection	Method of Data Analysis
	assess how design affects the overall print quality,	Structured questionnaires	Descriptive statistics, including frequencies, percentages and mean (SPSS)

4.0 RESULTS AND DISCUSSIONS

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4.1 Introduction

This section deals specifically with the findings from the fieldwork. The data obtained from respondents on "Assessing how design affects the overall print quality in Somolu, Lagos, Nigeria" were analysed and discussed. The Statistical Package for the Social Sciences (SPSS) was used to compute descriptive statistics, including frequencies, percentages, and means. Additionally, other study objectives were analysed using discourse analysis. The respondents who were mainly printing stakeholders were grouped into nine (9) namely: Printers, Suppliers, Graphic Designer/Prepress Professionals, Residents, Drivers/Logistics personnel, non-printers (tailors, bankers, students, lawyers, engineers, lecturers and those people that do not participate directly in Somolu printing business), government officials, print buyers and members of Chartered Institute of Professional Printers of Nigeria (CIPPON). The questionnaires were administered to all the print stakeholders, who numbered about five hundred and fifty-four (554). Out of which five hundred and twenty (520) responses were received. About thirty-four (34) respondents did not return the questionnaires given to them, and this came from the non-printers who were randomly selected from the streets of Somolu community, such as tailors, bankers, lawyers, engineers, nurses, teachers, students, lecturers, pastors, business people and food vendors.

4.2 Socio-Economic Profiles of Respondents

4.2.1 Number of respondents on each street of the ten streets covered in the research:

Somolu is located along three major thoroughfares, directly beside Ikorodu Road in Lagos. These places are: Palmgrove, Elediye and Onipanu. Shipeolu is a big street that links these three places. The selected samples (streets) are areas where a large number of presses and printers are located in the Somolu community. The results in Figure 4.1 show that Shipeolu had the highest percentage (13.08%) of respondents, followed by Akeju (11.73%), Olaleye (10.77%), Apata (10.58%), Awofeso (10.38%), Oguntolu (10%), Bajulaye (9.04%), and Moshalashi (8.46%). In comparison, Abiodun and Agunbiade had 8.27% and 7.69%, respectively. Shipeolu, Akeju, and Olaleye had the highest percentages, indicating the population distribution in Somolu based on printing activities.

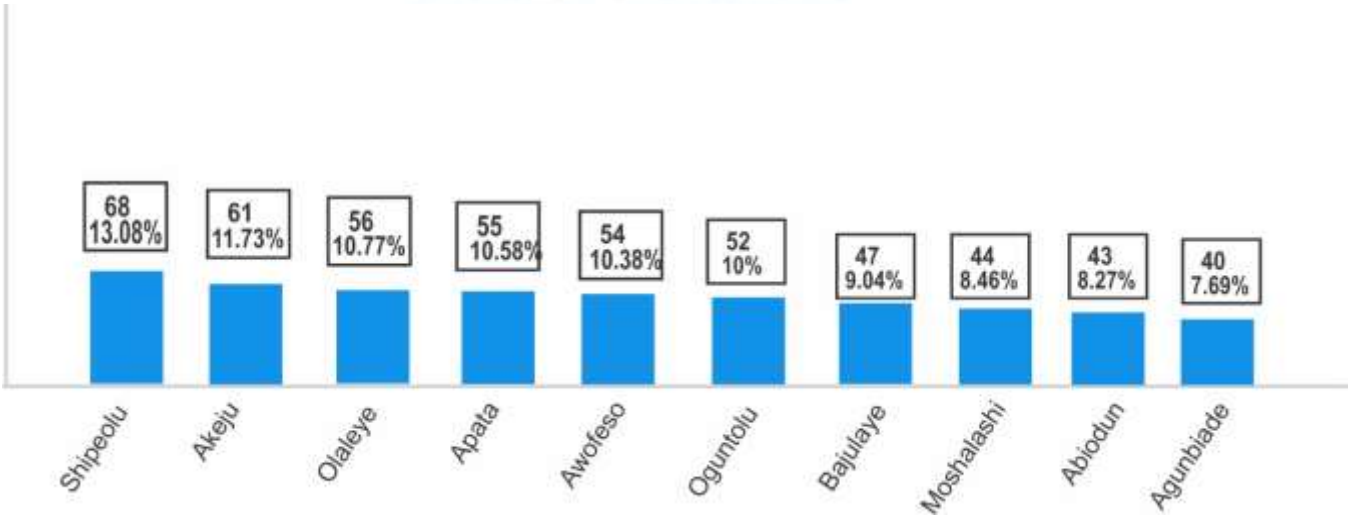

Figure 4.1: Showing the number of respondents in each street. Source: Researcher's fieldwork (2025)

4.2.2 Age Distribution of all the respondents

The result in Figure 4.2 on the age distribution of the respondents shows that 13.85% of respondents were between the ages of 18-30 years, while the majority (52.88%) were within the age bracket of 31-45 years, and 46-60 years were about 23.27%. The remaining 10% were aged 60 years or older. The result, therefore, suggests that the youth and adults (31- 60 years) are mainly involved in printing activities. This suggestion may not be far-fetched, given that printing

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requires physical strength, which can only be handled by people who are physically and mentally fit.

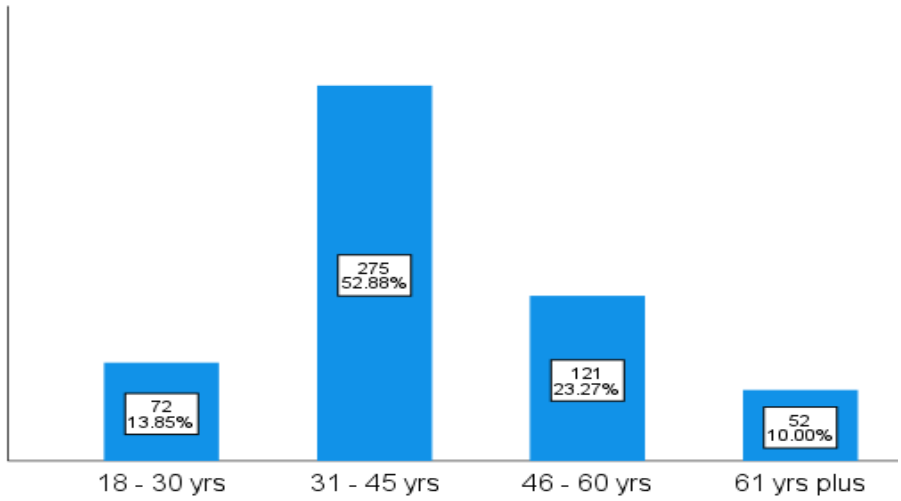

Figure 4.2: Showing the age distribution of all the respondents

4.2.3 Occupation and description of all the respondents

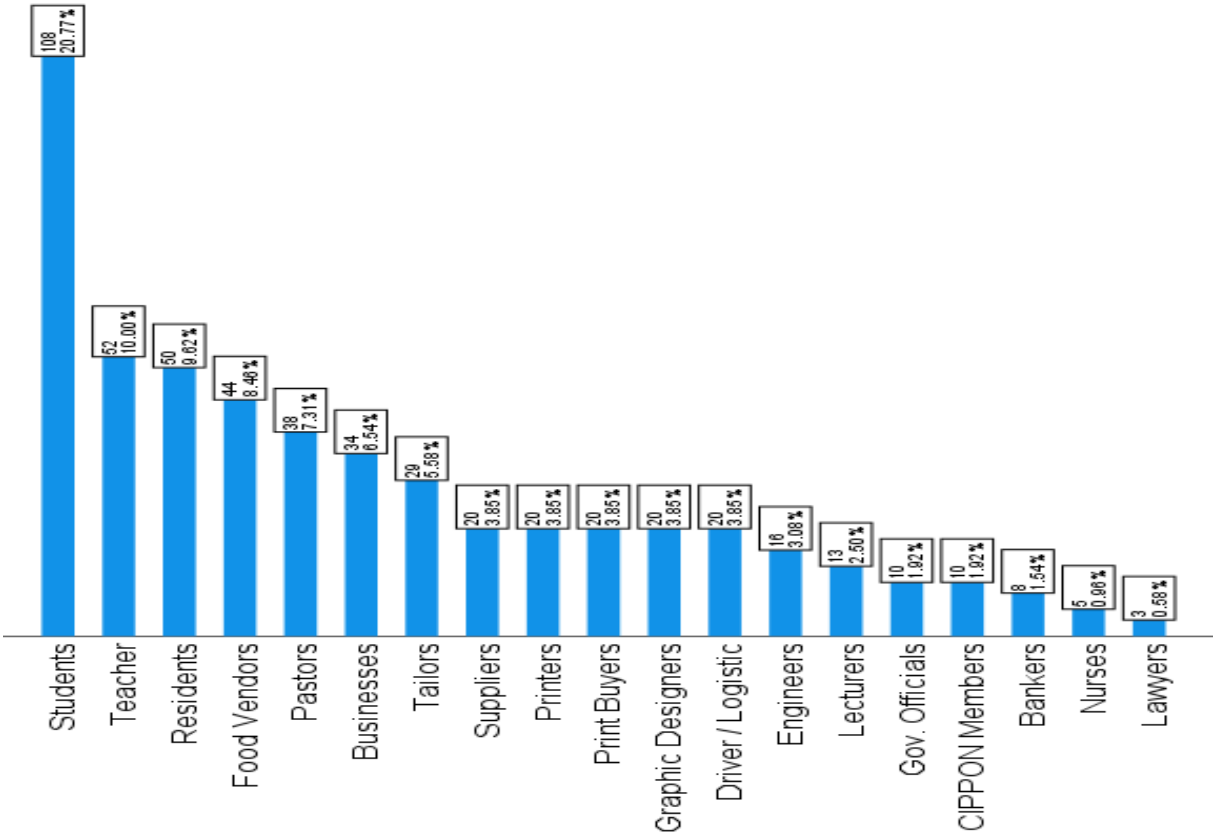

Figure 4.3: Showing the occupation and description of all the respondents. Source: Researcher's fieldwork (2025).

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4.2.4 The educational status of all the respondents

Figure 4.4 shows that people with secondary school certificates or less are more in the printing business than other people with higher qualifications. This suggests that individuals with lower academic qualifications can perform well in business.

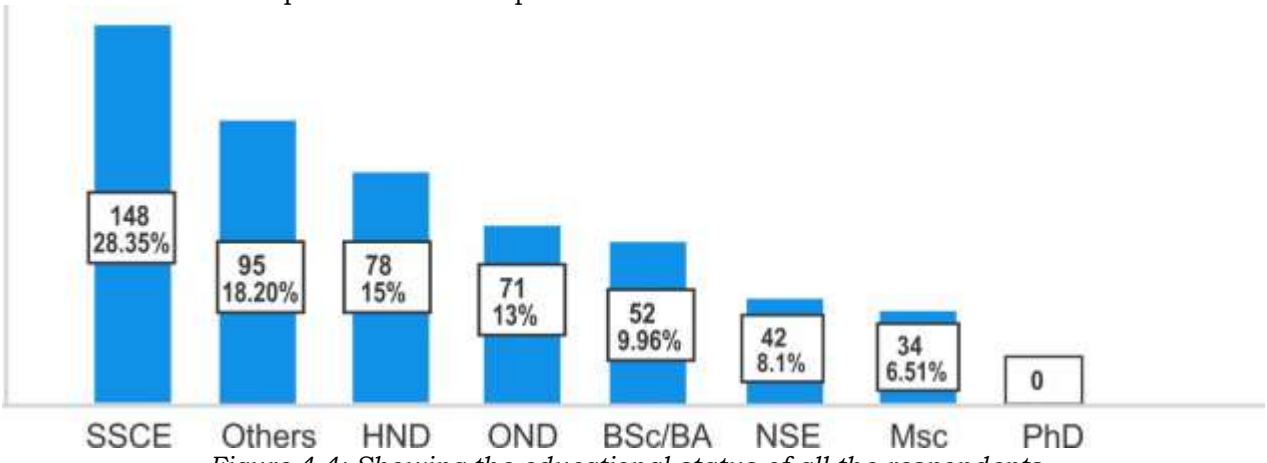

Figure 4.4: Showing the educational status of all the respondents

4.2.5 Gender distribution of all the respondents

The results in Figure 4.5 indicate that 74.62% of respondents were male and 25.38% were female. This suggests that the printing profession in the Somolu community is male-dominated, as shown in the chart.

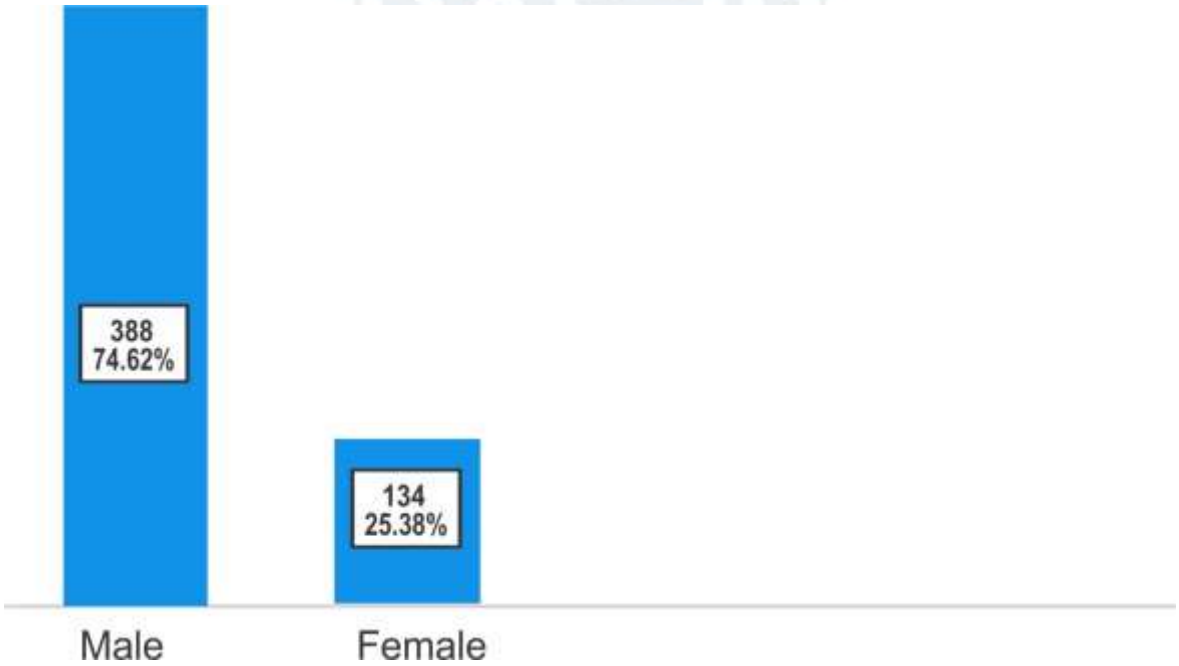

Figure 4.5: Showing the distribution of the respondents based on their gender

4.4 Objective 2: Assess How Design Affects the Overall Print Quality

4.4.1 Design layout is important in achieving high-quality prints.

The results in Figure 4.18 show that 57.31% of respondents strongly agreed, 28.27% agreed, 4.42% were undecided, and no one disagreed with the statement. This indicates that the printing stakeholders in Somolu believed that proper design layout was a prerequisite for achieving high-quality prints.

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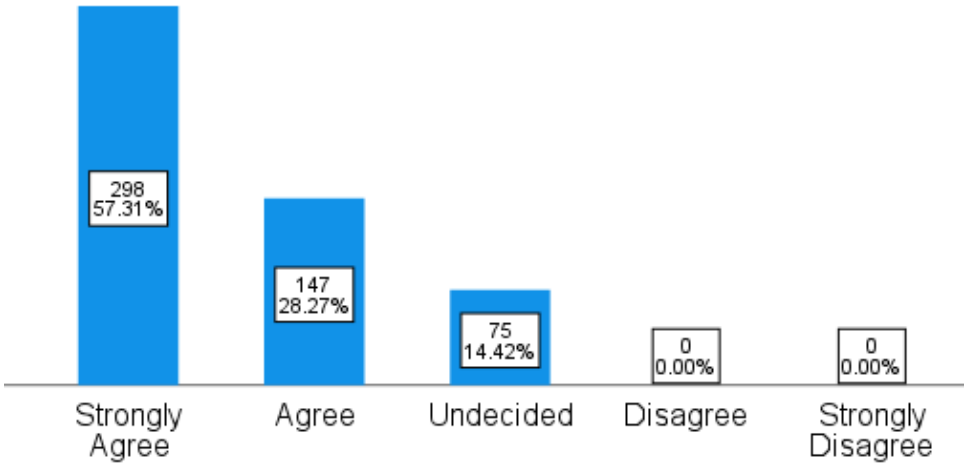

Figure 4.18: *Showing the importance of layout in achieving high-quality prints.* ***Source:*** *Researcher's fieldwork (2025)*

4.4.2 Alignment of text and justification enhances print quality

The results in Figure 4.19 show that 48.85% of respondents agreed, 35.58% strongly agreed, 15.58% were undecided, and no one disagreed with the statement. This indicates that the printing stakeholders in Somolu believed that text alignment and justification enhance print quality.

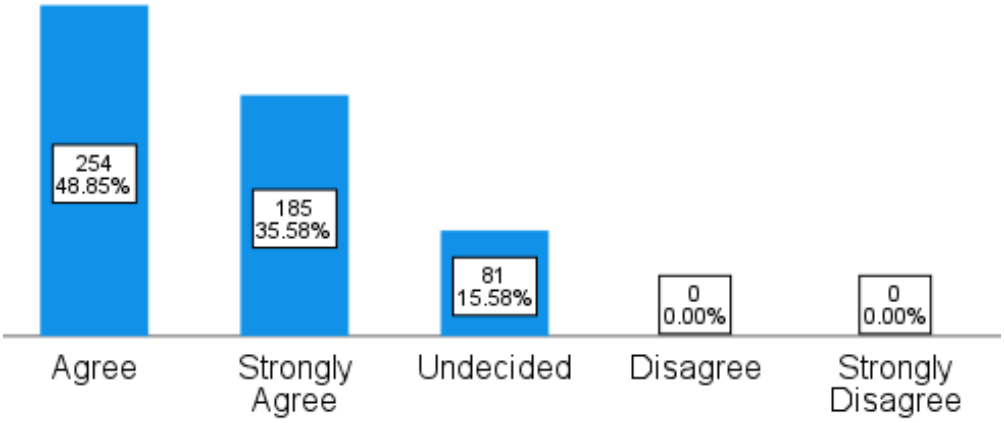

Figure 4.19: *Showing how alignment of texts and justification enhances print quality.* ***Source:*** *Researcher's fieldwork (2025)*

4.4.3 Image placement and colour combination by graphic designers in Somolu has a positive effect on print production output

The analysis in Figure 4.20 shows that 50.58% of respondents strongly agreed, 38.46% agreed, 10.96% were undecided, and no one disagreed with the statement. This indicates that printing practitioners in Somolu believed that image placement and colour combinations by graphic designers in Somolu had a positive effect on print production output.

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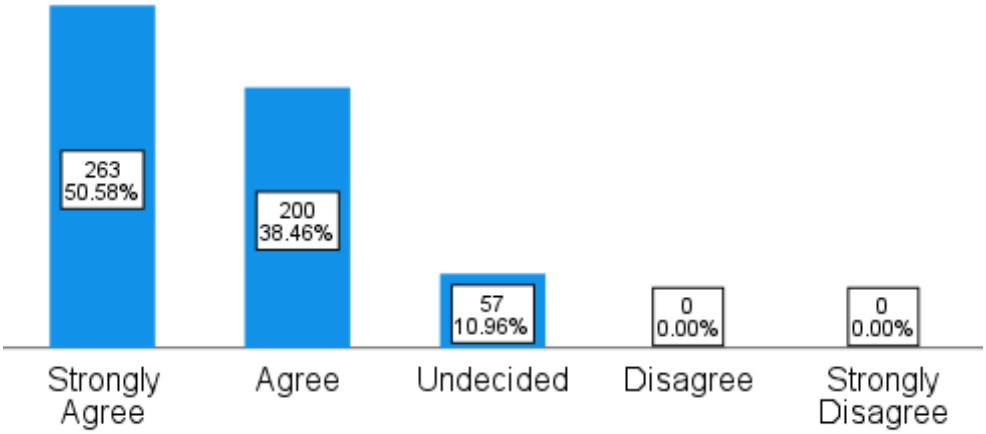

Figure 4.20: Showing the effect of image placement and colour combination on print production output. Source: Researcher's fieldwork (2025)

4.4.4 Considering print production output quality in the course of design is not necessary

The result in Figure 4.21 shows that 57.12% of respondents disagreed, 30.58% strongly disagreed, 11.73% were undecided, 0.58% agreed, and no one strongly agreed with the statement. This indicates that printing practitioners in Somolu believed that print production output quality should be considered during the design process.

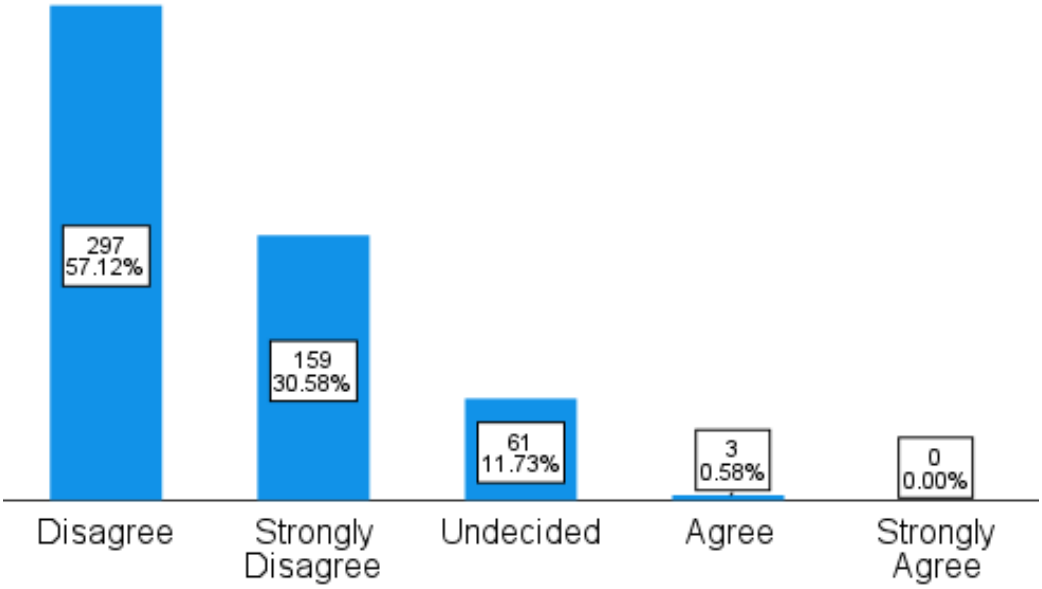

Figure 4.21: Showing that considering print production output in the course of design is not necessary. Source: Researcher's fieldwork (2025)

4.4.5 Design principles are not necessary during the design stage for high-quality print production output

The results in Figure 4.22 show that 68.85% of respondents disagreed, 29.81% strongly disagreed, 1.35% were undecided, and no one strongly agreed or agreed with the statement. This indicates that printing practitioners in Somolu believe that design principles are necessary during the design stage for high-quality print production.

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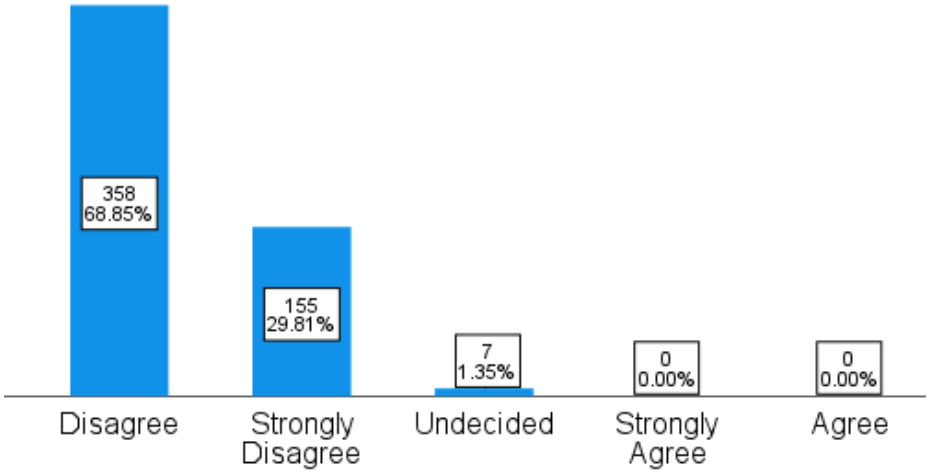

Figure 4.22: Showing that design principles are not necessary during the design stage for high-quality print production. Source: Researcher's fieldwork (2025)

4.4.6 Design layout optimisation is necessary to achieve quality print

The results in Figure 4.23 show that 69.42% of respondents strongly agreed, 30.19% agreed, 0.38% were undecided, and no one strongly disagreed or disagreed with the statement. This indicates that printing practitioners in Somolu believed that design layout optimisation was necessary to achieve high-quality print.

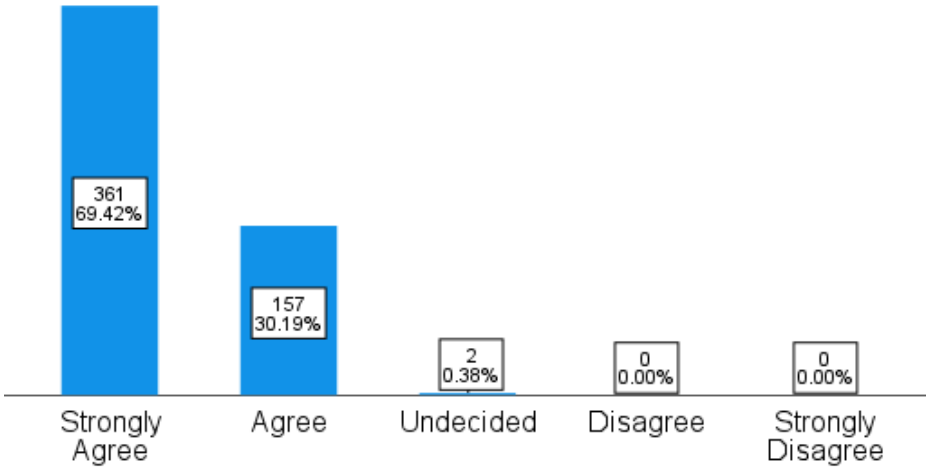

Figure 4.23: Showing that design layout optimisation is necessary to achieve quality print. Source: Researcher's fieldwork (2025)

4.4.7 Understanding the design brief may have a positive impact on the final print production output.

The result in Figure 4.24 shows that 57.88% of respondents agreed, 27.88% strongly agreed, 10.96% were undecided, 3.27% disagreed, and no one strongly disagreed with the statement. This suggests that printing practitioners in Somolu believed that understanding the design brief could positively affect final print production.

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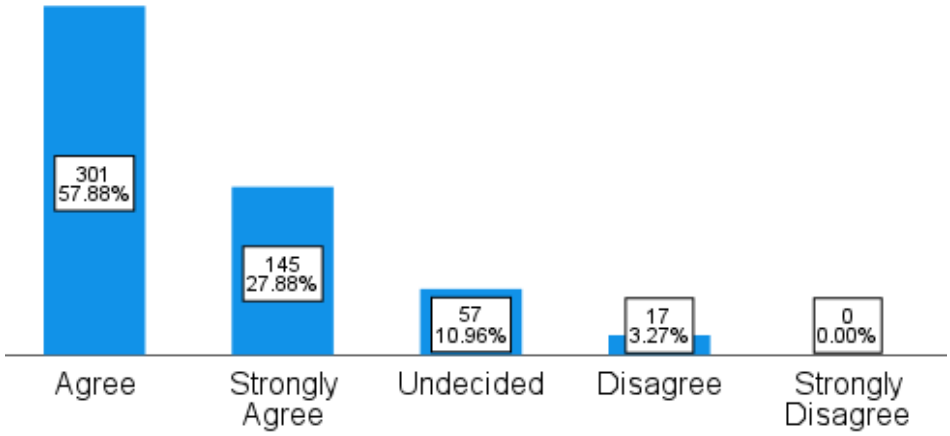

Figure 4.24: Showing the impact that understanding the design brief may have on the final print production output. Source: Researcher's fieldwork (2025)

4.4.8 Reviewing a print proof before finalising a layout design helps print production output quality.

The results in Figure 4.25 show that 54.04% of respondents strongly agreed, 37.69% agreed, 8.27% were undecided, and no respondents disagreed with the statement. This explains that printing practitioners in Somolu typically review a print proof before finalising a layout design, thereby improving the quality of print production.

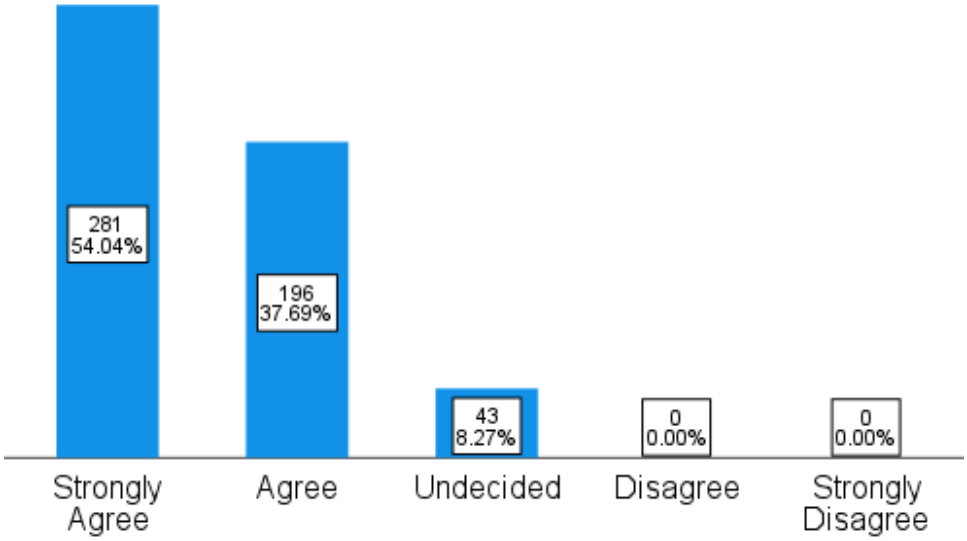

Figure 4.25: Showing the importance of reviewing a print proof before finalising a layout design. Source: Researcher's fieldwork (2025)

4.4.9 The choice of software used during the design stage may affect print quality

The results in Figure 4.26 show that 53.46% of respondents agreed, 31.35% strongly agreed, 11.73% were undecided, 3.46% disagreed, and no respondents strongly disagreed with the statement. This indicates that printing practitioners in Somolu believed that the choice of software used during the design stage may affect printing quality.

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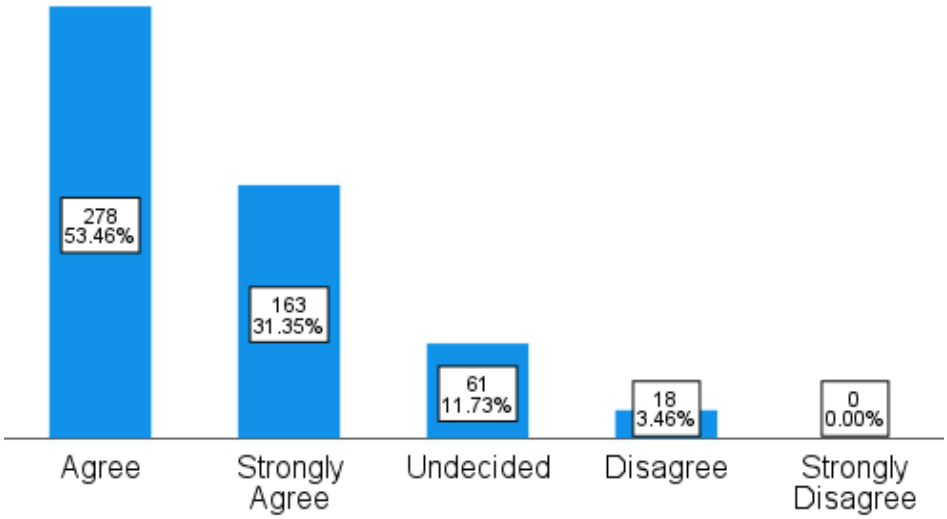

Figure 4.26 shows the importance of the software's choice during the design stage on print quality. Source: Researcher's fieldwork (2025)

4.4.10 Excellent quality print starts from the design stage

The result in Figure 4.27 shows that 51.35% of respondents agreed, 29.42% strongly agreed, 14.23% were undecided, 5% disagreed, and no respondents strongly disagreed with the statement. This indicates that printing practitioners in Somolu believed that excellent-quality print begins at the design stage.

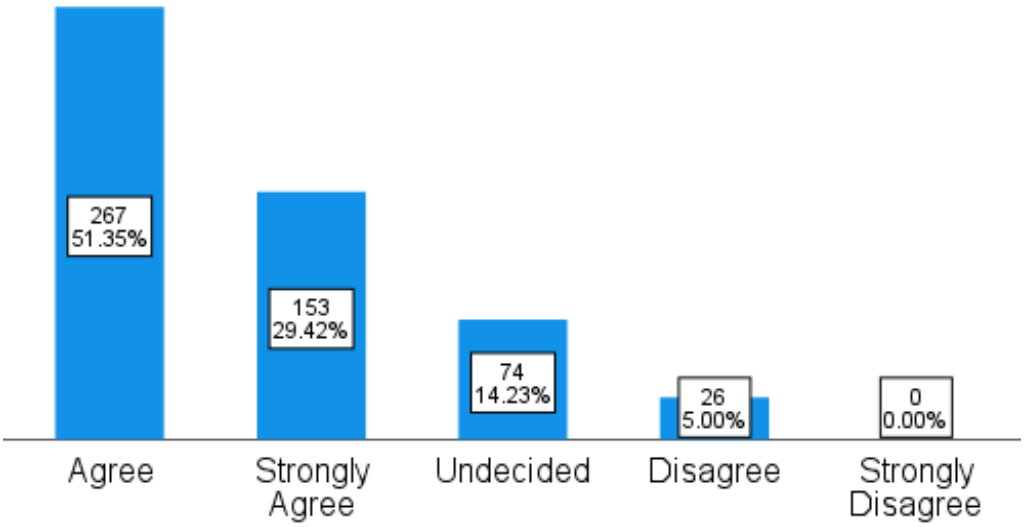

Figure 4.27: Showing that excellent quality print starts from the design stage. Source: Researcher's fieldwork (2025)

4.4.11 Objective 2 Discussion: Assess How Design Affects the Overall Print Quality

Design layout is important for achieving high-quality prints; its role in print production cannot be overstated. Most of the respondents agreed that design plays a pivotal role in achieving print quality. In other words, when fundamental principles of graphic design are properly employed, it will result in visually appealing printed materials (Barnett, 2018).

Alignment of text and justification enhances print quality. With respect to responses from respondents who attempted the questionnaires, alignment and justification are integral to the print production process, particularly during the design stage. This imparts aesthetic value to the final print output and inadvertently prepares the piece for precise trimming by leaving

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sufficient space around the image/text area. The respondents largely agreed that this is important in the print production process to enhance the visual appeal of printed materials, grounded in graphic design principles.

Image placement and colour combination: A larger proportion of respondents agreed that proper image placement is essential for high-quality prints, especially when images on the layout adhere to the design principles of balance, relevance, and visual hierarchy. Colour combinations are essential in print production, mainly when complementary colours are used in accordance with design principles (Sharma, 2006).

Considering print production output quality during design is unnecessary. A larger proportion of respondents strongly disagreed with this statement, as their responses align with the print production process: output must be considered from the design stage, particularly with respect to colour theory. The choice of colour in the design process plays a pivotal role in achieving visually appealing printed output. For instance, contrasting colours will not make printed material look dull and unattractive. Even in the era of 'cut and paste', Printer A explained that artworks were done to guide the machine operator properly so that the final printed copy does not look totally different from the original artwork in terms of colour, alignment, balance, contrast, to mention a few.

Design principles are not necessary during the design stage for high-quality print production: most respondents disagreed with this statement. This is because principles of design, such as balance, contrast, visual hierarchy, emphasis, and space, help strategically position the design piece for excellent print quality. As a matter of fact, Somolu printers use principles of design when generating their designs for printing, which ultimately improve print quality.

Design layout optimisation is necessary to achieve high-quality print; the respondents largely agreed with this statement. This indicates that printers in Somolu endorsed this view and incorporated it into their print production processes. However, design layout optimisation involves arranging various design elements aesthetically to maximise efficiency and enhance usability.

Understanding the design brief may positively affect the final print production output; most respondents agreed with this statement. The printers in Somolu strongly believed that understanding the design brief would enhance the final print production output. Having foundational knowledge of the design concept for printing supports final production, ensuring that the composition includes all necessary design elements and thereby improving print quality.

Reviewing a print proof before finalising a layout design improves the quality of print production. Printers in Somolu endorsed this statement, as evidenced by the higher percentage of respondents who agreed. Reviewing a print proof will guide the designer in finalising a layout. For instance, it will help during the actual printing and finishing stage to maintain a standard based on Printer A's explanation.

Software used for design: On the software used for design, most of the respondents in Somolu agreed that it is essential to use good application software so that print quality can be enhanced. Somolu print practitioners acknowledged that effective design software was necessary to achieve high-quality prints. This supports Sheer's (2023) statement that, when the process is well established in a printing business, quackery and unprofessional practices that lead to substandard final products are significantly reduced.

Excellent print quality begins at the design stage: most respondents agreed with this statement, indicating that it starts there. This implies that once the design is right in accordance with design principles, ultimately, the print quality will be top-notch.

5.0 CONCLUSIONS

5.1 Summary

Somolu is a busy printing business hub, which attracts people from all walks of life. ***'Somolu print'*** is a term used by corporate patrons to describe printing in Somolu as being substandard. Based on the analysis of the research objective, many printers in Somolu produce high-quality prints and adhere to standard print production ethics. Based on the profiles of all respondents, Shipeolu, Akeju, Olaleye, Apata, Awofeso, and Oguntolu have the largest populations, indicating that printing activities occur there more than in any other place. The age distribution indicates that young people are disproportionately represented among printers.

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Regarding gender distribution, there are more male respondents in the population, which aligns with the reality in Somolu, where men dominate the printing business.

Somolu apparently depicts the evolution of the printing industry from its early stages to its recent advanced state. More importantly, virtually all printing techniques are found in Somolu. Somolu in the present day is usually written as 'Somolu', not 'Shomolu'.

5.2 Recommendations

Over the years, Somolu has been Nigeria's commercial printing centre. The printing industry has provided jobs for millions of people, including the teeming youth and students who work in it on a full- or part-time basis to meet their daily needs. In view of this, it becomes imperative that the government should provide the following;

a. Provide adequate power supply to reduce excessive use of the generator in the community.
b. come under CIPPON and other printing bodies to organise training for printers on basic principles of graphic design so that they can update themselves on current trends in design for quality prints.

5.3 Conclusion

This research provides a clear assessment of how design affects overall print quality. It can be deduced that this part of the print production process is the basis for all other processes in achieving excellent print quality. The research revealed that some printers produce high-quality prints, contrary to the general perception among some corporate printing patrons, who often associate substandard prints with Somolu. This is because many printers in Somolu apply basic design principles in their production processes.

5.4 Contribution To Knowledge

It elucidated design as a vital procedural ethical consideration for professional conduct in the print production process, to achieve superior results in Somolu.

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