

Getting it Right in Print

(1 day)

Background

This one day course is divided into two halves.

The morning is spent demystifying the techniques and terminology used in the print and design industry. The second half of the day is spent at an award-winning printers to see how the whole print process works.

You will also discover how to buy print effectively and how to schedule a print workflow so that everyone involved knows what they have to do and when.

The course provides a practical knowledge of all aspects of project planning and workflow and is designed for anyone who wants to 'buy-in' print more cost-effectively and for designers who need a clear understanding of the print process.

Course Outline

AM:

INTRODUCTION

A guide to terminology

PRINT PROCESSES

Discuss the four main print processes and which one to use for different types of print job

PAPER ISSUES

What kind of paper to use
Coated vs uncoated

BRIEFING A DESIGNER

How to brief a designer, photographer or printer and how to get the best prices

SUPPLIER CONTRACTS

Who owns what and why?

PLANNING AND BUDGETING

Planning the sequence of events for your job. Following our plan will help to eliminate mistakes

OUTPUT

Proof reading
Process and spot colours
Solving common print problems

PM: AT THE PRINTERS

BRIEF OVERVIEW OF THE LITHO PROCESS

WORKFLOW

Follow the progress of a job from finished artwork to print

THE REPRO PROCESS

What the printer needs
What does repro mean?
How films are made
The proofing process: chromalin, wet proofs etc
Platemaking: how plates are made

PRINTING

Walk through the final stages of the print process – see the presses roll and how they work

FINISHING

This can include creasing, laminating, saddle-stitching and perfect binding

QUESTIONS AND ANSWERS



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