



# BIC Training Courses

*Training for an empowered, informed supply chain*

*March 2017*





# SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

## **Course Name:**

An Introduction to Colour Printing Training Course

## **Course Location:**

CPI Group (UK) Ltd  
108-110 Beddington Lane  
Croydon  
CR0 4YY

## **Who is the Course Aimed at:**

This course is aimed at those who are, or would like to be, responsible for the production of colour books. It provides a practical introduction to colour print production.

## **Course Level:**

The course is aimed at those new to colour production, those who have learnt 'on the job' and those who would like a deeper understanding of the techniques and processes in the manufacture of colour books.

## **Course Content:**

The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. Each section will contain a problem-solving element, to enable the attendees to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

## **Pre-Press, Colour Theory and Management**

Providing an introduction to colour theory, including:

- The limitations of the CMYK print space vs RGB.
- How an image is converted.
- Why we use screens, what they are and their structure.
- Ink density and how it is allowed for at this stage.
- Trapping – what is it, and what is it for?
- A look at the different proofing options, colour profiles and calibration and the importance/effect of lighting conditions on perception. The FOGRA wedge and its uses. What to check for on a proof, what you can and cannot see.
- Impositions – what is imposition, why could it be helpful to know this in advance.



- Plotter Proofs – what are they and what should you check for.
- Plate Making – The technology, how litho plates work and how they are made. Allowances on the RIP for dot gain etc. What can be corrected here and what can go wrong.

## **The Different Print Processes**

An introduction to the colour printing process, including a review of the different technologies available and how to select the right one for your book.

### **Printing**

An introduction to litho printing and press passing, including:

- A demonstration of how the press is made ready and an explanation of the press and its controls.
- An explanation of tracking and the impact it can have on the finished book.
- A guide to press passing, what to look for, how to achieve the result you want; what is and isn't possible on press.
- A practical demonstration of the impact of different paper types on the printed result.
- What can go wrong and how to spot it on a finished book.
- When to use a spot colour and what are the advantages/pit falls.

### **Binding**

An introduction to binding including:

- The different binding types, what they are, what the differences are and how to select the right one.
- What are the limitations of the technology and machinery – maximum trim sizes and extents.
- How spine widths are calculated.

### **Finishing**

An over view of the cover finishes available, their uses and limitations and their impact on design, costs and schedules.



## **The Economics of Print**

A practical session looking at:

- How to request a price – what does the supplier need to know and the conventional way to present it.
- How prices are constructed – an understanding of where the costs are accrued in the process and potential ways to reduce cost.
- How printers manage their work load/capacity planning. Make ready, how long it takes and the impact on cost, etc.
- What do you need to consider when selecting a supplier, the type of equipment they have, location, quality, expertise, flexibility, service, reliability, etc. Long term deals vs spot buying.

## **Co-Editions**

An introduction to the co-edition process, including:

- What do you need to consider when producing co-editions?
- How to set up the files, (text black etc.)
- What are the limitations it puts on the design
- What information should pass between the originator and the co-publisher
- The economics of co-editions
- How are they produced by the printer

## **Packing and Distribution**

An introduction to distribution to include:

- An explanation of shipping terminology and documentation
- How long the elements take and what can be done to speed them up
- What does the shipper/printer need to know

## **Course Length:**

This is a full day course.

**Course Dates:**

Thursday 8<sup>th</sup> June 2017.

**Price:**

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*BIC Members*                      *£185+ VAT*

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*Friends of BIC*                      *£225+ VAT*

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*Non Members*                      *£265+ VAT*

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Travel and accommodation costs are not included.

**Course Trainer:**

*Heather O'Connell – Bluebird Consulting*

Heather has more than 20 years' experience in book publishing. Specialising in book production, she has held various positions including Production Director for Penguin Publishing and Harper Collins. She now runs a consultancy, using her passion for and knowledge of the industry to support a broad range Print and Publishing clients and industry initiatives.