



BIC Training Courses

Training for an empowered, informed supply chain

April 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

An Introduction to Production Training Course

Course Location:

Faber Creative Spaces
Bloomsbury House
74-77 Great Russell Street
London
WC1B 3DA

Who is the Course Aimed at:

The course is aimed at those who are new to or would like work in book production. It provides an interactive introduction to how books are made, looking the whole process, including repro, colour management, the different print and binding methods used within the book industry and the language used to express it. Focusing on the role of production, how you can add value and avoid some of the pit falls of the process.

Course Level:

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

Course Content:

The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. Where appropriate 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.

The Business of Publishing

A look at the publishing business model and how what you do affects the bottom line. How manufacturing costs affect profitability, e.g. print runs vs stock holding, the long tail vs digital, and POD first, returns and pulping etc.

The Process of Publishing

A look at where you fit into the business and what influence you can have.

What stage should production be involved in a project

Design considerations, including:

- economic extents, and formats
- bleeds



- co-edition text
- tints
- cover finishes

Introduction to Pre-Press

An introduction to Pre-Press, including:

- The Basics of colour theory
- Converting RGB to CMYK
- Why some colours are harder to achieve than others
- Dot structures and proofing
- The different types available, their pros and cons
- The importance of proofing profiles
- Introduction to resolution and the impact on the final result.
- Tints – how many colours and what percentages are achievable
- Trapping – What is it and how does it affect the finished product
- And how decisions made at this point can impact the print cost and the quality of the finished book.

Print

An introduction to and explanation of the different print methods:

- What are they and when would you use them? (Litho, web or sheet fed, short run digital and POD)
- How to choose the right one for your project.

What are the common problems encountered:

- set off
- rub
- tracking
- tint consistency, etc.

How to identify them on a finished product and how to avoid them.

Paper

A look at the different papers available and the impact they can have on cost and the finished product.

How to compare papers and select the correct one for your project, including paper qualities and logistical considerations.



Binding

An explanation of the different binding methods available, including the less common methods, spiral, board, American Library, etc. and what impact they have on the design.

Things to consider, large / narrow spine books, landscape projects, reinforced spines, etc.

What are the common problems encountered, how to identify them on a finished product and how to avoid them.

Cover Finishes

A look at what is available, their practical usage and limitations. What are the alternatives available, and how to select the appropriate finishes for your project.

Shipping and Warehousing

Introduction to shipping, including a look at the terminology used. What documentation you will be expected to supply, when your responsibility begins and ends and what are the pros and cons of the methods available.

How does the book get to the customer, orders in, fulfilment and invoicing.

Direct delivery to the customer – When is it appropriate? The financial benefits to the business.

The Practicalities of Production

How to select a supplier, what to consider over and above cost. Terms and conditions etc.

How to request and evaluate a quote. What is included, what is not e.g. delivery. What are the payment terms and how does this impact profitability?

Scheduling – What are the basic considerations when scheduling a project, where can you save time.

How to resolve a problem with a supplier.

Course Length:

This is a full day course.

Course Dates:

Wednesday 28th March 2018.



Price:

BIC Members *£315+ VAT*

Friends of BIC *£365+ VAT*

Non Members *£415+ VAT*

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 HarperCollins. 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.