



# BIC Training Courses

*Training for an empowered, informed supply chain*

*September 2017*





# SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

**Course Name:**

Pre-Press for Publishing Training Course

**Course Location:**

Zebra, 134a New Kent Road, London SE1 6TU

**Who is the Course Aimed at:**

This course is for anyone in publishing who is responsible for the selection of images, the creation and output of files for books, and the finished quality of books.

**Course Level:**

The course is aimed at those with no formal training in colour.

**Course Content:**

This interactive practical course provides an introduction to colour for print, from image assessment through to final output; explaining the theory and practice of pre-press, helping you to establish what can be achieved and how to express what you want.

**The course outline includes:**

- An overview of the pre-press workflow
- An overview of the print processes
- How to write a brief
- Colour in print
  - Theory basics
  - RGB
  - CMYK
  - Colour profiles
- What does calibration mean and how can you use it
- An explanation of Image digitisation and scanning
- A look at the different file formats available and their uses
  - Compression
  - File sizes
- An explanation of colour management, why it's important and what can it do for you



- How to assess an image
- What is Page make-up – What do you need to consider? Co-editions, tints etc
- File naming, file management and version control – Why is this important and what can go wrong
- The pre-press checklist – What you need to think about before sending a file to repro
- Retouching and colour correction – What can be achieved? What are the commercial considerations?
- An explanation of PDF
  - Why use PDF?
  - What are the PDF Formats?
- An over view of the different types of Proof available, their pros and cons, how to specify them and assess their quality
  - Digital proofs
  - Wet proofs
  - Plotter proofs
  - Soft proofs
- Why are viewing conditions important and what impact can they have
- How to mark-up a proof
- How to supply files to press
- Archiving – What do you need and how to specify it
- Digital publishing
  - eBooks v Apps
  - Re-flowable vs Fixed Layout ePubs
- Activity conclusions
- Questions

**Course Length:**

This is a full day course.

**Course Date:**

Thursday 9<sup>th</sup> November 2017.

This course will run twice in 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 Trainers:**

*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.

*Nick Finegold – Zebra*

Nick has worked in the print industry since the early 1990s. During his time at leading pre-press companies, he developed a thorough knowledge of the production process from design, artwork and project management through to final print and delivery. Nick's breadth of knowledge and diverse client portfolio gives him a unique overview of the challenges in the industry. He also guest lectures at UCL and Anglia Ruskin University, Cambridge.