



BIC Training Courses

Training for an empowered, informed supply chain

May 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Pre-Press for Publishing Training Course

Course Location:

Williams Lea Tag, 12th Floor, Aldgate Tower, 2 Leman Street, London E1 8FA

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 9th November 2017.

This course will run twice per year in 2017.

Price:

BIC Members £185+ VAT

Friends of BIC £225+ VAT

Non Members £265+ VAT

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 – Williams Lea Tag

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. Since joining Tag Worldwide in 2011, he has managed a number of key accounts including The Royal Collection Trust and DHL. 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.