



BIC Training Courses

Training for an empowered, informed supply chain

April 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Production for Non-Production People Training Course

Course Location:

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

Who is the Course Aimed at:

Aimed at everyone in book publishing who would like to gain an understanding of the production process, this training course will help delegates to understand the manufacturing processes in book production, their limitations and constraints, as well as how to build communication and understanding between departments. The course will help to answer some of those eternal questions:

- Why does it take that long and cost so much?
- Why doesn't the printed image look like my screen/print out?
- What does Production need to know?
- Why do we use that paper?
- Why do we use them?
- Why do eBooks take so long?

Course Level:

No specific requirements.

Course Content:**Things to Consider at Concept Stage**

A look at some of the considerations made at design / concept stage that can impact on the quality of the finished book and its cost.

- 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
 - 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
- 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); and how to choose the right one for your project.

What are the common problems encountered (set off, rub, tracking, tint consistency etc.); how to avoid them; and how to identify them on a finished product.

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

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.

A brief look at shipping, the process and its limitations.

The Practicalities of Production

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

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

How to resolve a problem with a supplier, and why a discount is not always the answer.

Course Length:

This is a full day course.

Course Dates:

TBC. Register of Interest only.

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 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.