

Perfect Print Production



MileStone
Seminars

Print Training Seminar Programme

9.30am – 4.00pm

Understanding the production process

- An overview of the production workflow
- Page make-up; Text, Graphics & Pictures
- First level PDF proofing
- Editing the files
- Preflighting
- File Communication
- Managed file distribution networks
- Contract proofing
- How the printing process works
- RGB/CMYK and colour separation
- Printing with process colour and tints
- Printing with Pantone solid colour
- All about printing plates
- The Litho printing process

Adhering to corporate quality and branding standards

- Setting your colour standards
- Understanding colour gamuts
- Matching your corporate brand colours
- Printing Pantone colours as CMYK
- Achieving Pantone colour accuracy
- The effect of paper and light on colour
- Colour management & measuring colour
- Communicating your colour expectations
- Passing your job on press
- Colour enhancement
 - Colour Supplementation
 - Hexachrome
 - Opaltone
 - Novaspace
 - Metal FX
- All about proofing and how to ensure what you see is what you'll actually get!
- Making the right proofing choice
 - PDF proofing
 - Soft contract proofing
 - Imposition proofing
 - Studio proofing
 - Wet proofing
 - Hard copy digital contract proofing
 - Proofing on press
- Going green with your printed materials

Solving your print quality problems

- Achieving high quality printed images
- Understanding bitmap and vector images
- How to supply images for quality output
- File formats; GIF, JPEG, TIFF, EPS & PDF
- Resolution LPI, DPI & PPI explained
- How to achieve realistic cut-outs
- Moiré – what it is and how to deal with it
- When Stochastic printing might help
- Recognising the effect of Dot Gain
- Compensating for 'Creep'
- 'Register' and the 'Trapping' issue
- How to prevent 'Cracking' and 'Scuffing'

Reducing your printing costs

- The opportunities of paper 'makings'
- Specifying Woodfree / Mechanical papers
- Paper weight & thickness – gsm & microns
- Designing for your print suppliers' imposition
- Duotones and two colour working
- Matching the right job to the right supplier
 - Litho Sheetfed / Web
 - Flexo
 - Gravure
 - Screen
 - Large format
 - Digital
- We identify many more cost saving opportunities to make your budget go further

Successfully managing your supplier relationships

- Tips for achieving and maintaining a great supplier relationship – and what to avoid!
- Negotiating with your suppliers
- Print supplier agreements and what they should contain
- Communicating your exact requirements with an effective print specification

Summary

- The top10 things you can do right now to ensure the success of your print production

This print training seminar starts at 9.30am and usually concludes between 4.00pm - 4.30pm.
The schedule includes two breaks and allows time for questions and discussion.