BIC Training Courses

Training for an empowered, informed book industry supply chain

July 2020

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
Pre-Press for Publishing

Course Location:
Zebra
134a New Kent Road
London
SE1 6TU

Purpose of the Course:
Taught by a pre-press expert on their premises, this is an interactive course focusing on the pre-press workflow from image selection to file supply – whether that's for print or digital distribution.

Poor image selection and mistakes at pre-press can be very expensive. As such, this course aims to provide delegates with the skills to minimise the risk to their organisation and ensure they know how to get the intended result.

Benefits of attending:
Using a combination of seminar-based discussions, activities and practical demonstrations, this course will provide an overview of the pre-press workflow and print processes.

The pre-press world is full of jargon and complex terminology which can be hard to decipher. This course clearly explains the process and will demystify the language and techniques, helping delegates to avoid some of the most common pitfalls and unnecessary expenditure and solve problems quickly and easily.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 5.

Course Level:
This course is for anyone in publishing who is responsible for the selection of images, the creation and output of files for books, or the finished quality of books. It is aimed at those with no previous, formal training in colour.

Course Content:
The topics covered during this course will include:

- **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 calibration means and how you can 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 it can do for you**

- **How to assess an image**

- **What is page make-up? – what you need to consider, co-editions, tints, etc.**

- **File naming, file management and version control – why it's 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 and the commercial considerations**

- **An explanation of PDF**
  - Why use PDF?
  - What are the PDF formats available?

- **An overview 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 you need and how to specify it**

- **Digital publishing**
  - eBooks vs Apps
  - Re-flowable vs Fixed Layout ePubs

- **Activity conclusions**

- **Questions**

Course Length:
This is a full day course.

Course Dates for 2020:
Wednesday 18th November 2020.
This course will run once in 2020.

Please note that, as a result of the coronavirus crisis, this course has been postponed and will not take place on the date specified above. We will reschedule the course for 2021 soon.

Prices:

BIC Members	£210 + VAT
Friends of BIC	£255 + VAT
Non Members	£295 + VAT

Travel and accommodation costs are not included.

Course Trainers:

Heather O'Connell – Consultant

Heather has more than 20 years' experience in book publishing. Specialising in book production, she has held various positions including Production Director for Penguin UK and HarperCollins Publishers. Heather now runs a consultancy, using her passion for and knowledge of the industry to support a broad range of print and publishing clients and industry initiatives.

Daniel Simpson – Client Services Director, Zebra

One of the founding partners of the leading and award-winning, pre-press company Zebra. With over 25 years' experience, Daniel has overseen the transition in production workflow from analogue to today's digital offering; encompassing all aspects of colour management, retouching, proofing and page production. Daniel is currently responsible for the delivery of a multitude of projects for clients ranging across publishing, agency and blue chip companies.