# BIC Training Courses

*Training for an empowered, informed book industry supply chain*

*June 2020*

# SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

*Course Name:*
Production for Non-Production People Training Course

*Course Location:*
Online / Virtual Training

*Purpose of the Course:*
Aimed at everyone who would like to gain an understanding of the book production process, this course helps delegates to understand the manufacturing processes, their limitations / constraints, as well as how to build communication and understanding between different departments.

*Benefits of attending:*
The course will help delegates answer the 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 do production teams need to know?
- Why do we use that paper / that provider?
- Why do eBooks take so long to produce?

*Course Level:*
No prior experience or knowledge in this field is necessary in order to attend.

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

- **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 and why some colours are harder to achieve than others
  - Dot structures and proofing: the different types available, their pros and cons, and 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 it is and how it affects the finished product
- How decisions made at the pre-press stage can impact on the print cost and the quality of the finished book

- **Print**
  An introduction to and explanation of the different print methods including:
  - What they are and when you would use them (litho, web, sheet fed, short run digital and Print on Demand (POD)
  - How to choose the right one for your project
  - 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 including:
  - How to compare papers and select the correct one for your project
  - 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.
  - The common problems encountered, how to identify them on a finished product and how to avoid them

- **Cover Finishes**
  A look at the finishes available, their practical usage and limitations including:
  - The alternatives available
  - How to select the appropriate finishes for your project

- **Shipping and Warehousing**
  How the book gets to the customer, orders-in, fulfilment and invoicing including:
  - Direct delivery to the customer – when it's appropriate and the financial benefits to your 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 costs, terms and conditions, etc. including:
  - Scheduling – what are the basic considerations when scheduling a project and where you can 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 which will be provided online, 9:30am-5pm (BST).

### Course Dates for 2020:
Thursday 10th September 2020.
This course will run once in 2020.

### Prices:

| | |
|---|---|
| BIC Members | £240 + VAT |
| Friends of BIC | £285 + VAT |
| Non Members | £325 + VAT |

Travel and accommodation costs are not included.

### Course Trainer:

### 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.