



BIC Training Courses

Training for an empowered, informed book industry supply chain



SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

An Introduction to Production Training Course

Course Location:

Online / Live Virtual Training

Purpose of the Course:

Aimed at those new to book production, this online course (which will be delivered in two, half-day sessions) provides an interactive introduction to how books are made, looking at the whole process including repro, colour management, the different print and binding methods within the book industry, and the language used. It focuses on the role of production, how decisions in production can support the publishers' sustainability and social responsibility targets, how individuals can add value to it, and how to avoid some of the potential pitfalls of the production process.

Benefits of attending:

Delegates will hear from an industry expert on a broad range of subjects and learn how to apply this knowledge in their day-to-day role. They will be provided with the tools to be proactive in their role, better express requirements, and solve or even prevent problems efficiently.

This course has a practical emphasis, ensuring that all theoretical elements are accompanied by a practical application. Where appropriate, each section will contain a problem-solving element to enable delegates to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

To ensure our attendees get the most out of the day, we limit the number of delegates to 10.

Course Level:

This course is aimed at those who are new to book production, those who have learnt 'on the job' and those who would like to work in this field. It will provide a deeper understanding of the techniques and processes involved in the production and manufacture of books.

Course Content:

This course has a practical emphasis; as such, each section contains a problem-solving element, to enable delegates to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur. The topics covered during this course will include:

- **The Business of Publishing**

A look at the publishing business model and how what you do affects the bottom line. How manufacturing costs affect profitability, e.g. print runs vs stock holding, the long tail vs digital, and POD first, returns and pulping etc. How decisions made in production can support the publishers' sustainability and social responsibility targets.

- **The Process of Publishing**

A look at where you fit into the business and what influence you can have.

- **What stage should production be involved in a project**

Design considerations, 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
- Converting 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 pre-press can impact the print cost and the quality of the finished book

- **Print**

An introduction to and explanation of the different print methods:

- What they are and when you would use them (including litho, web or sheet fed, short run digital and Print On Demand (POD))
- How to choose the right one for your project
- The common problems encountered including:
 - Set off
 - Rub
 - Tracking
 - Tint consistency, etc.

How to identify them on a finished product and how to avoid them.

- **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.
- What to consider when binding, including 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 what is available, their practical uses and limitations.
- The alternatives available and how to select the appropriate finishes for your project

- **Shipping and Warehousing**

- Introduction to shipping, including a look at the terminology used.
- An overview of the documentation that you will be expected to supply, when your responsibility begins and ends
- The pros and cons of the methods available.
- An overview of how a book gets to the customer including orders in, fulfilment and invoicing
- Direct delivery to the customer: when is it appropriate and what are the financial benefits to the business?

• The Practicalities of Production

- How to select a supplier, what to consider over and above cost, i.e. terms and conditions, etc.
- How to request and evaluate a quote: what is and is not included (e.g. delivery). What are the payment terms and how does this impact profitability?
- Scheduling: what are the basic considerations when scheduling a project, where can you save time?
- How to resolve a problem with a supplier.

Course Length:

This is a full-day course which will be delivered in two, half-day sessions, 1:30pm-4:30pm (GMT).

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.

