

# Design to Print – Essentials II

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## COURSE OVERVIEW

The topics that will be covered in this one-day program includes understanding the process execution of job elements and how factors in output and finishing work can influence print outcomes.

At the end of the course, participants will be able to handle print analysis and determine the best print solution for a job.

Able to settle print problems.

Will be able to communicate and provide a solution to a print problem.

## WHO SHOULD ATTEND

This course is a follow-up program for designers, technical sale supports, print buyers and customer service providers to help them in understanding the types of essential elements that go into a page layout for prepress execution.

Open to those who has completed the Design to Print - Essential I, traffic controllers of advertising agencies.

## DURATION

1 Day

## TIME

9.00 am - 6.00 pm

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## COURSE OUTLINE

### Understanding Image Elements

- Types of images
- Image Resolution
- Upsampling, downsampling and resampling
- Image formats

### Factors in production

- Paper and ink matter
- Screening technologies
- Proof matching
- Press check
- Varnishing

### Evaluation of print

- TVI/Dot gain
- TAC/Ink buildup
- Importance of SID
- Understanding Delta E

### Digital Printing and Direct Imaging Press and other printing processes

- Jobs suitability
- Colourants

### Future Print Workflow

- Job Definition Format
- Work justifications