



Print Production Management in an Environmentally Sensitive Market: from design to destination

Melbourne: Tuesday 5 August 9.00am – 4.30 pm

Sydney: Thursday 7 August 9.00am – 4.30 pm

WORKSHOP OBJECTIVE:

To provide a step by step overview on how to minimize environmental impacts during the production of your printed communication products while accounting for cost, quality, design, end use, disposal and potential for recycling.

This workshop is regularly updated to keep pace with the speed of the graphic communications revolution and environmental responsibilities. It will help you to review your own practices and gain a comprehensive insight into the way new technology can streamline those procedures, raise the quality of your product, make you more environmentally aware and save you valuable time.

Presenter: Gary Bender, Intech Australia Pty Ltd

Gary has been involved as a presenter for the Australian Publishers Association since 2002, and during this time he has developed an extensive knowledge of the ever changing production requirements within the publishing industry.

Gary has over 30 years' experience in the printing and graphic arts industry. For the past 20 years, he has been involved with frontline education and training for the graphic arts industry on a national basis

Who should attend?

This workshop has proved popular with everyone from experienced professionals to industry newcomers. Here is what some of them have said:

"As a small independent publisher we don't have the staff capacity to mentor younger newer staff in these areas and it's great to have a full day that will provide them with a good look at the back end of the publishing process. They need to have a good overview of the process to recognise what they don't know before seeking to learn."

"This seminar is very valuable - good for anyone who is responsible for production or project coordination and design or who works with print in any way. Editorial staff and those new to the profession will also gain enormously and go back to their companies with greater insight into their profession."

Workshop content:

- The Impact of the graphic communications revolution & industry terminology
- The benefits of dealing with ISO 14001 accredited printing companies
- Specifying your Production Requirements
- The importance of the Initial Design Brief
- Workflow from Concept to Final Product
- Environmentally sustainable paper manufacturing -FSC & PEFC
- Stock Selection – Weights, Grades and Finishes
- Digital file preparation, presentation and Workflows & tips on how to avoid the top 6 digital file problems
- Colour applications from RGB to CMYK
- Proofing trends, capabilities and checking procedures
- Printing options – Digital, Sheetfed and Webfed Lithography
- Embellishment Techniques, Folding and Binding Styles, Finishing Options

INCLUDED IN THE WORKSHOP:

- a tour of the printing plant
- a comprehensive bound workbook covering the terminology and the processes from Concept to Final Product
- many helpful troubleshooting tips along the way
- a Certificate of Attendance

Venue and Dates:

Melbourne Tuesday 5 August 9am – 4.30 pm
Hannanprint Victoria, 504 Princes Highway, Noble Park

Sydney: Thursday 7 August 9am – 4.30 pm
Hannanprint, 55 Doody Street, Alexandria

Catering:

Lunch and refreshments are included on this course.

Further information:

If you have any questions about the workshop, please contact
Dee Read, Industry Professional Development Manager, at the Australian Publishers Association
Tel: 02 9281 9788

Cost:

\$390 APA members;
 Society of Editors members [please provide proof of Society membership]
 Society of Authors members [please provide proof of Society membership]

\$440 Non-members

To Register:

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au