

Alan Mead

Press&PrintProduction

What's it about?

Despite the exponential growth of digital in our industry, press and print are still crucial aspects of many clients' activities. Whether the agency manages the production, or the client handles it directly, a sound understanding of the factors that are fundamental to successful production are essential for the agency team.

This course will give delegates a thorough insight into the print and press production process, from getting an accurate brief, through to articulating the specific requirements to ensure confident and accurate briefing of the Studio and Production teams.

Who's it for?

This is essential training for Account and Production/Creative Services Executives new to the business, plus any Account Managers that might benefit from a refresher.

It would also be invaluable for any Creatives designing for the print medium to ensure they achieve the best results, and for anyone who needs to know more about print production generally.

Learning outcomes – what's in it for me?

By the end of the session, delegates will be (better) able to:

- ▶ Talk confidently about CMYK / four colour process print and the other main formats of print production
- ▶ Explain the limitations and restrictions of the different print production processes, in particular four colour process
- ▶ Specify the most appropriate print production options for different types of job
- ▶ Recognise and pre-empt common problems and pitfalls
- ▶ Ask the relevant questions of both clients and colleagues to anticipate potential pitfalls and problems
- ▶ Prepare a detailed print production quote request
- ▶ Specify suitable stocks and finishes
- ▶ More thoroughly check proofs

Duration: 3 hours

Alan Mead
Coach|Trainer

e: alanmead@me.com **m:** 07881 023637 **h:** 1 Woodland Park Bideford Devon EX39 2RP