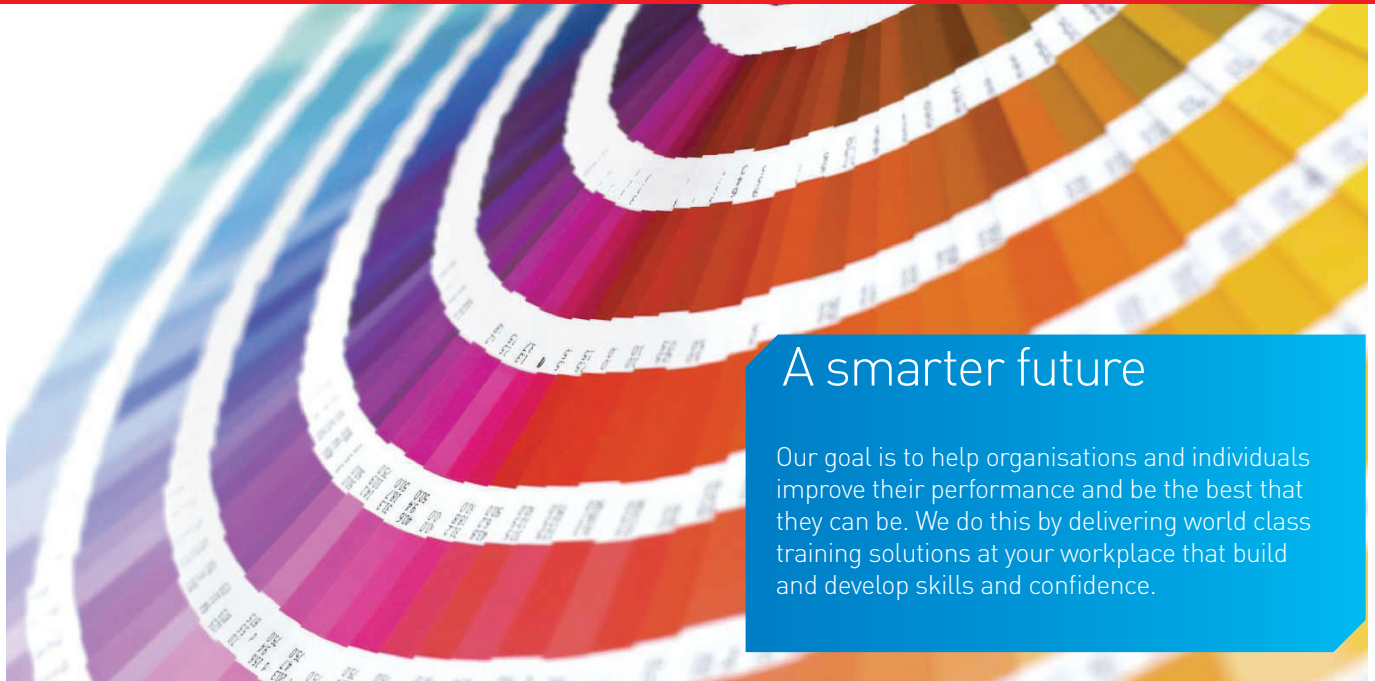




# Print Awareness

SHORT COURSE



## A smarter future

Our goal is to help organisations and individuals improve their performance and be the best that they can be. We do this by delivering world class training solutions at your workplace that build and develop skills and confidence.

### Course Overview

- > **Process requirements:** Each print process requires different pre-press and design elements to be considered including: resolution, colour profiles, type and page layout, trapping, bleed, maximum and minimum image sizes and file types such as PDF. Typical problems with layers and flattening are discussed.
- > **Substrates:** Printing can be undertaken on various types of paper, plastic, foil, metal or board. The topic covers how each substrate performs on the machine to affect the quality of the printed result.
- > **Printing applications and limitations:** Key characteristics of each print process (digital, lithography, flexography, gravure, relief and screen printing) and their limitations are covered. Participants are introduced to inks, dyes, and toner powders. metallic, spot pantones and process spot colours are discussed.
- > **Print embellishments and finishing:** The printed image can be made to look brighter or glitzier using foiling, embossing, varnishing or gold blocking. Finishing processes such as folding, stitching guillotining and perfect binding are discussed.

### Who should attend?

- > new entrants to the print industry
- > those needing an update on current industry practices
- > print buyers and brokers (commercial or government)
- > print industry suppliers
- > advertising, marketing and publishing personnel
- > pre-press, printing and production staff
- > graphic artists and designers
- > anybody interested in getting the most out of their print

### Duration

Two days

**Day One:** > Process requirement > Substrates

**Day Two:** > Printing Applications > Embellishments & finishing

### Benefits

The benefits would include increasing understanding of preparing files, printing processes (traditional & digital), finishing techniques, paper, inks and how these variables impact on each other in regard to design, finished product and quality.

This short course would also improve general vocabulary and interactions at work with both internal and external clients.



## Capability Statement

Spectra Training is one of Australia's leading workplace training organisations. At Spectra Training we are committed to helping our clients improve the skills and productivity of their employees. We seek to do this by providing world class training solutions that add measurable value to our clients, in a flexible, relevant and engaging manner.

The Spectra Training approach is unique because we:

- > invest the time to understand clients needs
- > deliver training programs that are relevant and produce real workplace based results
- > produce world class courseware with in-house instructional designers
- > use top quality industry experienced trainers
- > have a range of pre-print, print and print finishing courses that meet the needs of the Australian print industry.

**Education and training are the keys to unlocking human potential. All progress, innovation and improvement depend upon it. Without it, we remain stagnant, and so do the corporate environments in which we work. Without opportunities for growth, we remain blind to the possibilities for progress.**

Imagine a world where:

- > your employees work more productively because they have learned new techniques and gained the confidence to implement and share new ideas
- > problems in the office, factory or warehouse are resolved quickly because your employees and supervisors have learned new problem solving skills
- > teams communicate and work better together to solve problems, create solutions and get the job done
- > absenteeism declines because the line manager has learned new ways to improve and engage staff
- > employees choose to stay in your organisation because of the perceived value of the training and professional development opportunities they are now obtaining

Spectra Training has developed a suite of short courses that will help your team refresh or acquire new skills and knowledge.

- > Lean Business Principles
- > Chain of Responsibility
- > Load Restraint
- > Manual Handling
- > Fatigue Management
- > Bluecard (TLI Industry Induction)
- > Customer Service Sales
- > Workplace Trainer (2 day program)
- > Professional Sales (Business Sales)
- > MS Excel (Beginner to Intermediate)
- > Workplace Safety
- > Time Management
- > Conflict Management
- > Print Awareness

Please discuss with us your individual training requirements as Spectra Training have the trainers and courseware development team to deliver a short course to best address your needs across Australia.

For more information, visit Spectra Training at **[www.spectra-training.com](http://www.spectra-training.com)** or phone our friendly team on **1300 808 010** or email [enquiry@spectra-training.com](mailto:enquiry@spectra-training.com)

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