

# Course : Mastering the graphics production chain

from design to publication

*Practical course - 2d - 14h00 - Ref. CHG*

*Price : 1380 CHF E.T.*



4,3 / 5

This highly practical training course will enable you to understand and master every stage of the graphic design chain, from specification to control of the finished product. You'll gain in efficiency, credibility and relevance in your relations with your service providers (printers, web agencies...).



## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Use precise technical vocabulary in your dealings with suppliers in the graphics chain
- ✓ Formulating needs and defining specifications
- ✓ Draw up a realistic production schedule
- ✓ Know how to choose a printing process that meets quality, cost and deadline requirements

## Intended audience

Managers, communication officers and anyone wishing to familiarize themselves with the graphics chain and its follow-up.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Theoretical input, exchanges and feedback. Case studies and practical exercises.

## Course schedule

### PARTICIPANTS

Managers, communication officers and anyone wishing to familiarize themselves with the graphics chain and its follow-up.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the graphics chain

- Definition of a graphic chain.
- The 5 stages of the graphics chain.
- Design and layout software: Xpress, Photoshop, Illustrator and InDesign.
- Color and resolution management.

### Demonstration

Optimize images according to their destination.

## 2 Preparing a file for printing

- Different printing techniques and methods.
- Imposition and finishing.
- Surface treatments and finishing.
- Photoengraving: four-color process, spot colors, flashing...
- Basic rules to ensure the smooth running of the production line.
- Files and documents to be submitted to the printer.

### Hands-on work

Draw up specifications for the printer.

## 3 Choosing the printing technique

- Choose your substrate according to the desired finish (papers, inks, surfacings, etc.).
- Determine the most suitable printing process for your project (offset, digital, etc.).
- Choosing the right printer for your project.
- Use the Computer To Plate (CTP).
- Budgetary implications of technical choices.

### Case study

Select printing techniques and processes for a printing project.

## 4 Focus on finishing and shaping

- Varnishes and lamination.
- Embossing.
- Assembly and broaching.
- The cut-outs.
- The use of shapes and volumes: cutting, folding...

### Case study

Optimize print media finishing.

## 5 Managing the contractual relationship with the printer

- Contractual elements. Legal concepts.
- The order form.
- The final press proof.
- Colorimetric proofs.
- The lost bottom.

### Hands-on work

Prepare a complete file for working with a printer.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 6 Check the quality and conformity of the finished product

- Know and follow the various control stages.
- Digital cromalin.
- FOGRA certification.
- Validation pre-tests.
- Final inspection of product conformity.

### Hands-on work

Check that printing conforms to initial specifications.