

UPDATED

Essentials of Book Production

An introduction to the book manufacturing processes



A one day course aimed at Production, Sales, Rights, Editors and Designers

Delivered by Eunice Paterson & Teresa Solomon

Learn how books are manufactured and gain an understanding of the main issues and terminology used in book production.

This course is aimed at junior production staff and is also suitable for editors, sales or designers who need a better understanding of the manufacturing process. Each stage of the workflow is covered including colour, printing and binding, paper, pricing and shipping. There are a number of practical exercises throughout the day as well as visuals and physical samples - you will see what a printing plate looks like, what the inks are like in their raw state and get to feel and compare the different paper types.

You will cover the terminology used in book specifications and discuss the factors which affect the prices and schedules.

This course is an excellent all round introduction to the production stages involved in the creation of a book and will help improve your day-to-day effectiveness, whatever your role within publishing.

Eunice Paterson from SAGE Publications has worked in production for a wide range of different publishers and brings a wealth of experience with her. Teresa Solomon from Imago has worked in book production for over 20 years. Together they present in a lively and informal way that will ensure you get the most out of your day.

- **Basics of colour printing** – CMYK and RGB • understanding the differences and issues • turning colour images into print • dots • vector & raster • image and print resolution • profiles • colour proofs
- **Pre-press** – preparing material for print • typical printer checks to PDF files • some typical problems & how to avoid them • imposition • plotter proofs • ripping and plates •
- **The printing process** – understand the main processes and when best to use them • **offset litho** – what it is • how a printing machine works • tracking • sheet and web printing • seeing ink, plates & blanket • **digital & inkjet printing** – how they work, quality and uses
- **The binding process** – different binding styles and things to consider when specifying them • sewn, unsewn, paperback, cased, flexi • terminology • stages in the binding & casing in process
- **Covers and jackets** – how to recognise the different finishes and materials • when to use them • how to spec them • imitation cloth • gloss & mat lamination • spot varnish • foil blocking etc
- **Book specification and terminology** – understand the terminology • learn how to draw up a good clear specification and to recognise when things are missing
- **Co-edition printing** – understand the process • what it means and what it affects
- **Paper** – main paper types • attributes • learn how to evaluate paper and how to choose the appropriate paper for your subject matter and price point
- **Shipping** – cartons • packing instructions • shipping documentation & terminology • incoterms • shipping timings
- **Pricing** – understanding the basic cost components • what affects prices • where savings can be made

Venue: Imago, Thame

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