

NEW

Colour Management for Print Production

Increase your confidence in communicating and resolving colour related issues

A one day practical hands-on course aimed at those working in Print Production

Delivered by Al Richardson

This course shows you how to use Colour Management (CM) when printing books, dealing with designers and suppliers. It takes you through the basics, going beyond theory to practical application, showing you how CM delivers better quality and control, and how it helps to manage colour expectations throughout the process of producing a book.

This practical course includes on screen exercises using different profiles at various stages in the workflow to give you a deeper understanding of how they work and how they alter your images.

You will learn the terminology and technical skills required for dealing with files and communicating with design departments, printers and repro houses. You will also look at some of the commonly encountered problems with images - see how to recognise flaws and how they can be fixed.

The course will provide you with all the essentials you need to use colour profiles to achieve consistent and good print results.

- **Colour perception** – how the eye sees & the brain interprets colour • elements that effect colour perception • viewing conditions • assumptions • describing colour • removing subjectivity
- **Colour standards** - why we need colour standards and how this can improve our control, help manage expectations and increase quality • settings • calibration • gamut capabilities • controlling viewing conditions
- **Colour profiles** – what they are and why you need them • seeing how they work in the workflow and how they affect images • RGB to CMYK conversions • colour gamuts, etc
- **LAB colour** – learn what LAB is and how it is used in the industry & on your desktop software/hardware.
- **FOGRA standards & profiles** - explanation of the ISO printing standard and of FOGRA profiles for different print conditions – e.g. coated, uncoated papers • why you might choose to use varied Fogra 39 profiles •
- **Proofing** – importance of colour profiles in proofing • understanding the process from screen to ink-jet to press.
- **Image assessment & correction** – understand the basics • colour casts, sharpness, contrast and brightness • checking images in Photoshop.
- **Checking colour in files** – tools of the trade • learning what colour information is easily accessible to you
- **Communicating with printers** – pre-press & on-press terminology • trouble shooting and resolving common colour issues with printers – useful questions to ask
- **Colour bars and print outs from printed sheets** – understanding the typical sheet analysis reports such as PressSign and Mellow Colour • what information they give you and how this can be of use to control or improve print quality

Time: 9.30am - 5.15pm

Venue : Central London Training Rooms

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