

UPDATED

Understanding Colour for Print

Improve your knowledge & confidence when working with colour

A one day course aimed at Production and Designers

Delivered by Michael Burman & Teresa Solomon

This course will help you understand the way colour works and enable you to take the right decisions whether preparing colour files for print or passing a job on press. It will help build your confidence by giving you a much better understanding of the principles and problems of colour printing.

The day includes a good combination of theory and practical work. You start with colour theory, illustrated with lots of visuals and covering areas such as colour profiles, colour management, resolution and sharpness. You will look at the different types of proofing, the effect that different papers and finishes have on colour and what can happen at the print stage that will have an impact on the colour.

You will be shown the correct conditions for examining colour at the light box; see the effect that small changes can make to the colour and evaluate which colours need altering to give the right result. You will also learn how to check and interpret colour bars, gaining an understanding of the main things that can go wrong at the print stage and how to identify issues.

This is a very full day packed with useful, practical information that will improve your understanding of the issues that surround colour throughout the book production cycle. The focus is to give you skills and knowledge that you can use straight away on your own colour projects.

- **What is colour – colour theory** • differences between the way we see and print colour • different colour models and colour spaces • RGB, CMYK, Lab • converting RGB > CMYK
- **Colour management** – understand why we need this and what it does
- **Colour profiles** – understanding what these are and which profiles to use in the different stages of your workflow • sRGB, Adobe RGB, Fogra profiles, SWOP, etc
- **Preparing images for print** – dots and pixels • converting to CMYK • UCR and GCR • unsharp masking
- **Understanding resolution** – input and output resolution • pixels, lpi, dpi • resizing images and re-sampling
- **Colour proofing** – different types of proofing • contract vs guide • hard & soft proofing • verification
- **Colour correcting at the light box** – a short practical session - looking at the correct lighting conditions for colour correcting • learning to spot when colours are out of balance
- **Finishes & surfaces** – looking at the way different finishes & surfaces alter the colour • gloss & matt lamination • varnish • coated vs uncoated papers, etc
- **Litho printing** – printing screens • halftone and FM screening
- **Printing variables** – paper • inks • densities • grey balance • dot gain • tracking • slur • colour control bars and how to read them • the basics of press checks • trouble shooting unsatisfactory printed sheets
- **Digital Print vs Offset Print** – a quick look at the differences and uses

Time: 9.30am - 5.00pm Venue : Imago, Thame

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