



Course Selections

1. Varnishing

This course discusses when and how a varnish should be used and when it creates an excess cost with minimal impact.

2. Paper

This course examines the differences between text and cover weights, brands, origin, and how to select the best paper for your project.

3. Direct Mail- Creative, Smart & Effective

From designing a mail piece for postal savings and cleaning up your mailing databases, to learning the tricks for money savings and faster delivery, this course discusses the importance of not only making sure your mail piece design appealing, but that all of the initial mailing list preparation is complete and accurate.

4. Bindery & Finishing

This course covers unique and innovative bindery and finishing options for your business, and it reviews the cost differences of various options.

5. Creating the best layout for print

This course examines layout design complications that lead to printing delays, and explains how to prevent these issues.

6. Preparing files for print

This course covers the proper way to collect files for submission based on the software being used.

7. Preparing quote requests (breaking down the terminology)

This course breaks down printer's terminology to help the client request quotes for the most accurate estimation.

8. Color theory

This course examines how different colors portray different messages, and how to select the best colors for your designs.

9. Postage

This course discusses different mailing options based on speed, cost, dimensions & quantity.

10. File formats

This course examines and breaks down the differences between image file formats, and explains the proper situations in which each should be used. This course will cover Tiffs, PDFs, Jpgs, Gifs, EPSs, & Bmps.

11. Presses

This course covers situations and reasoning behind when and why sheet-fed, web, and digital presses are used.

12. Pre-flight

This course shows you the proper way to pre-flight your artwork prior to submission in order to prevent prepress delays due to file complications.

13. PDFs

This course focuses on understanding the benefits of PDF workflow and describes the proper way to create a compatible, high-resolution PDF for submission to Prepress.

14. Stochastic printing

This course describes what stochastic printing is and covers the pros & cons of its use.