

Basic Book Production

An introduction to the book manufacturing processes

A one day course aimed at Production, Sales, Marketing and Editors

Delivered by Eunice Paterson & Carmel Tildesley

Learn how a book is manufactured and gain an understanding of the main issues and terminology in book production. This course is aimed at those new to production or those working in sales and marketing departments. We cover colour repro, printing and binding processes, shipping, paper, book specifications, what affects the manufacturing prices, and also take a quick look at some of the things that can go wrong.

This course takes you through a wide range of topics to give you a good all round picture of the processes involved. Most of the stages will be illustrated with a range of visuals and samples to bring the processes alive and make them relevant to your every day issues.

This course is a good all round introduction to all the production stages involved in the creation of a book.

- **Basics of colour printing** – CMYK and RGB • dots • screens & angles • digital images • layout software • colour proofs • films or digital material
- **Pre-press** – films vs CTP • how CTP works • plotters vs ozalids • imposition • printing plates
- **The printing process** – offset litho – what it is and how it works • sheet and web printing
- **The binding process** – the binding line • folding and collating • sewing • trimming • finishing • casing-in • different binding styles
- **Covers and jackets** – lamination • spot varnish • foil blocking • blind embossing, etc
- **Book specification and terminology** – a run through of the terminology
- **Co-edition printing** – understanding the process
- **Paper** – what it consists of • attributes • main paper types • effect on images • ordering
- **Scheduling** – a look at the typical timings • schedule delays • shipping timings
- **Shipping** – cartons • packing instructions • shipping documentation, insurance and regulations • shipping terminology
- **Pricing** – understanding the basic cost components and what affects the price
- **Things that can go wrong** – a look at some typical problems
- **Summary of the day**

Time: 9.30am - 5.00pm

Venue: Imago, Albury Court, Thame, Oxfordshire

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