

NEW

Getting Colour Right



Improve your understanding and control of the variables that affect your colour from origination through to print

A one day course aimed at Production, Designers and Marketing

Delivered by Michael Burman & Teresa Solomon

If you experience colour problems with your printers and wonder why your expectations are constantly dashed, this new course will help provide some of the answers so you can achieve better results whether you are printing digital or litho.

The course covers colour theory and what happens in practice so you get a good understanding of how colour works and the factors that affect it right through from the original image to the final printed result. You will also be taken through colour profiles and learn which profiles to use at the different stages of the workflow and the importance of understanding the uses and limitations of the different types of proofs. The course also involves a short plant tour that will help to address the differences between digital, DI and litho presses.

With pressure on costs and lower print runs more of us are looking at using digital print. This course will clarify the different colour printing technologies available, taking you through the pros and cons of each, exploding some of the myths so that you can choose with confidence the appropriate press for the job.

Delivered by two highly experienced course leaders, this course will empower you in your every day work and help you make the right choices for your work.

- **What is colour** – Colour theory • differences between the way we see and print colour • different colour models and colour spaces • RGB, CMYK, Lab
- **Images and resolution** – image quality • dots and pixels • ppi and lpi • understanding resolution • resizing images and resampling • vector vs raster images
- **Printing colour** – CMYK inks • printing screens and resolution • angles • conventional halftone screens • stochastic screening • issues
- **Colour proofing** – different types of proofs and the purposes they play • managing expectations
- **Colour Management** – why we need this and what it does
- **Using Colour Profiles** – understanding which profiles to use in the various stages of the workflow • camera profiles, sRGB or AdobeRGB, Fogra 39 & 47, etc • converting from RGB to CMYK
- **Design issues** – designing for print • pantone vs CMYK • overprint, knockout, trapping colours
- **PDF creation** – controlling colour settings in the software • output settings for CMYK and for 2 colour pantones • avoiding unexpected colour conversions • checking colours and resolution in PDFs
- **Offset litho printing variables** – principles of litho • paper • inks • dot gain • register • tracking • dry back • pros and cons of litho vs digital printing & DI Presses
- **Colour Digital printing** – principles • electrophotography • toner presses • inkjet presses • papers • inks • dot formation • quality • images and flat tints • personalisation • pro's and con's
- **DI presses** – understanding what these are and their advantages and disadvantages

Time: 9.30am – 5.00pm
Venue: Central London

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