

**UPDATED**

## Proactive Book Production

*Stop fire fighting. Smooth production is no accident*

*A one day course aimed at Production and Designers*

**Delivered by Eunice Paterson & Carmel Tildesley**

Get proactive - build your knowledge about book production, increase your effectiveness and help save your company time and money. In one action packed day we will introduce you to a wide range of production issues you may not previously have considered and will give you the tools and terminology to resolve them and avoid expensive mistakes. This ever popular course has recently been updated to make it even more interactive, interspersed with samples and practical exercises.

Anyone working in book production knows that the process involves masses of detail and that there are plenty of pitfalls along the way. By spending a day with us focussing on what can go wrong from the design stage through to delivery, you will learn the checks and measures to put in place to help you avoid tripping up.

Most people in production learn from their mistakes which is a high-risk way of learning. This course aims to condense those painful experiences and offer hints and tips on how to steer clear of them. You will see examples of things that have gone wrong in a context which explains why it happened, how it could have been expected and ultimately prevented. Learn also, what your options are when disaster strikes.

- **Intro** – some problems are inherent in the process • awareness, knowledge and understanding at design stage can avoid problems later • understand what is in your control – what you should discuss, give instructions on and check
- **Design stage** – giving input early on • thinking through the product • appropriate tolerances • type or patterns close to the edge of a page • 4 and 1 colour blacks • tint consistency • images spanning sections • heavy images opposite light pages • varnishing
- **Specifying & reducing costs** – specifications and useful extras • economic page sizes and extents • recognising where price savings can be made on spec changes • down-spec'ing
- **Choosing paper** – weighing and assessing papers • colour, surface and bulk • show-through and heavy inking • uncoated papers • grain direction • weighing and assessing papers • some quick paper calculations – numbers of pages to a sheet, price, changing gsm, spine width, etc
- **Printing issues** – rub, set-off and varnishing • neutral colours changing tone • register and fit • moiré • type too fine for more than 1 colour • tracking • tinted grey text • FE and US ink differences
- **Folding, trimming & collating** – misalignment • losing image areas or text in the gutter • white creeping in • bleed
- **Binding styles** – non-standard binding styles • comb / wire-o / spiral • American Library binding • binding thin and thick books • reinforcement • tight and loose nips • square backed vs. rounded and backed
- **Jackets, cases, slipcases & finishing** – hints and tips • matt or gloss lamination • UV varnishing • scuffing • cracks on folds • blocking over or under lamination • blocking too fine • different styles of slipcases and slipcase issues
- **Scheduling** – understanding how long each process takes and what is involved
- **Repair or reprint** – recognising what the problem is and what can be done about it • commercially acceptable vs ideal • a look at the practicalities and economics • print & binding problems • transport and packing problems • tip-ins • strip and re-binds • reprint
- **Choosing the right supplier** – issues to consider • asking the right sort of questions • understanding their kit • using their expertise • developing relationships with suppliers

Time: 9.30am - 5.00pm  
Venue: Imago, Albury Court, Thame, Oxfordshire

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