

WSQ Essentials for the Print & Media Industry

Overview

This course is designed for anyone who wishes to understand the basic mechanics of the Print & Media Industry and the workflow from prepress to print finishing. It bridges the colour separation with the print knowledge.

Participants are also able to handle print jobs and develop print solutions, through the understanding of the printing terminology and identifying of various design elements and job specifications to meet customer requirements. The end objective of this course is to equip the participants with a good understanding and knowledge on these areas, so that they would be able to recommend solutions and practical ideas to customers for the best print result.

Who Should Attend:

Those who are involved in managing their company's or their clients' printed materials and needs to widen their knowledge of the print production process to work more effectively with their design agencies, print suppliers, clients and production team. It will also benefit all personnel who are involved in design, customer service, sales and marketing, etc.

Course Content:

Course Duration:

4 days (32.75hrs)



Course Fees:

Full Course Fee : S\$780

7% GST : S\$54.60

Invoice Amount : S\$834.60

Government Grant

Course Fee Funding : (S\$229.25)

Absentee Payroll Support : (S\$147.38)*up to claimable by company

Introduction

- The Print & Media Industry
- Relationships among different sectors in the industry
- The Printing Industry today

Latest Trend in the Industry

- Requirement of ISO 12647 (printing standards)
- Forest Stewardship Council (FSC)

Workflow

- Print Concept & Workflow
- Design to Prepress
- Prepress, Press and Post Press
- Integrate 3 phrases of print cycle to final product

Colour Management Fundamentals

Handling of Job Order

- Understanding printing terminology
- Identifying the various job specifications
- Improving service level in the management of print jobs

Proofing System

- Understanding the various characteristics of proofs
- Be familiarised with the basic equipment in a print production laboratory

Press Control and Checks

- Common printing problems
- Understanding of dot gain

Post Press and Finishing

- Types of folding and binding
- Types of finishing effects

For course enquiries and registration, please contact us at:-

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