



**BILLY BLUE**  
COLLEGE OF DESIGN



<b>Course</b>	Preparing Artwork for Print
<b>Lecturer</b>	Andrew Marsh
<b>Duration</b>	Three days, 10am – 4pm
<b>Dates</b>	Saturday, October 30, November 6, 13
<b>Venue</b>	Billy Blue College of Design, 171 Pacific Highway, North Sydney
<b>Fee</b>	\$715

### **Course Outline**

Preparing Artwork for Print is a no-nonsense, fast-paced, prepress primer aimed at getting those hard-to-print jobs through that rip. In just three days we take an in-depth look at file preparation for both offset and digital printing. So if you are having some printing woes then you need to come along and discover exactly how to Prepare that Artwork for Print.

### **Who Should Attend?**

- You're working in printing but want a more in-depth knowledge of prepress and the printing process
- You're a prepress professional who wants to get savvy with digital processes
- You're a design hotshot but those printing issues are truly getting you down
- You're a web designer that wants to understand print

### **Course Outcomes**

At the end of this course you will have gained an understanding of:

- raster image processors and computer to plate technology
- postscript level options
- PDF-X standards
- colour separations
- outputting spot colours
- varnish plates



- colour correction
- printer description files and font management issues with the view to understanding the PDF Workflow
- the common mistakes made by designers when submitting files for printed output, and have learned methods of avoiding these mistakes

### **Course Content**

- We discuss the most common printing methods, the technologies they employ and the common reasons for job failure in the printing workflow
- Distilling and postscripting those hard-to-print files will be the order of the day
- While we all love our Macs we will also be looking at those pesky cross-platform issues and exploring prepress technology development from historic film to modern CTP

### **Prerequisites**

- A basic understanding of image editing software such as Photoshop, Corel Draw or GIMP.
- Some page layout software experience such as Quark Xpress, InDesign, Scribus or Pagemaker is important
- You should also be comfortable using either Microsoft Windows or Apple OSX.
- Previous problems relating to printing artwork are a distinct advantage.

### **Lecturer's Biography**

Andrew Marsh is passionate about print and has worked in the European printing industry since the mid nineties. He has lectured in prepress studies for over eight years and has extensive experience working with rotary letterpress printing for pharmaceuticals, digital print for computer manuals and offset print for everything else. Everything else being brochures for Jeep, Chrysler, Daihatsu, Bayer and Verbatim, some of the clients from his former design studio, LiquidImage.