



## COURSE LISTING

### Introduction to Production Print

- Brief History of Printing (14 min.)
- What is Production Printing? (14 min.)
- Analog vs. Digital Printing (15 min.)
- Print 101: Electrophotography (16 min.)
- Print 101: Offset Lithography (13 min.)
- Print 101: Inkjet (22 min.)
- Print 101: Gravure (11 min.)
- Print 101: Flexography (12 min.)
- Print 101: Screen Printing (10 min.)
- Print 101: Wide Format (42 min.)
- Print 101: Paper (23 min.)
- Industry Speak: Acronyms & Jargon (22 min.)

### Introduction to Finishing

- Folding (13 min.)
- The World of Finishing (27 min.)
- Embellishments (19 min.)
- Trimming and Cutting (9 min.)
- Mailing (24 min.)
- Binding Methods (15 min.)
- Converting (28 min.)
- Finishing for Wide Format (18 min.)

### Selling Strategies for:

- Commercial Printers (13 min.)
- In-plant Printers (18 min.)
- Direct Mail Printers (12 min.)
- Transactional Printers (16 min.)
- Sign Shops (15 min.)
- Franchise Printers (14 min.)
- Selling Print Online (27 min.)

### Vertical Markets for Print

- Education (12 min.)
- Financial and Insurance (11 min.)
- Healthcare and Pharmaceutical (12 min.)
- Manufacturing (16 min.)
- Non-Profit (10 min.)
- Government (13 min.)

### Operations of a Print Service Provider

- Commercial Printers (14 min.)
- In-plant Printers (17 min.)
- Direct Mail Printers (21 min.)
- Transactional Printers (27 min.)
- Sign Shops (17 min.)
- Publication Printers (18 min.)
- Packaging Converters (21 min.)
- Control the Chaos of Cost (26 min.)

### Inside the Print Shop

- Commercial Printers (10 min.)
- In-plant Printers (16 min.)
- Direct Mail Printers (14 min.)
- Transactional Printers (18 min.)
- Publication Printers (19 min.)
- Packaging Converters (21 min.)
- Sign Printers (18 min.)

### Print Workflow and Processes:

- Preflighting 101 (6 min.)
- Imposition 101 (13 min.)
- Primer: Software & Functions (26 min.)
- Primer: Key Workflow Processes (30 min.)
- Primer: Design Considerations (30 min.)
- Job Onboarding (16 min.)
- Estimating, Quoting, & Ticketing (16 min.)
- Preparing Data – Part 1 (15 min.)
- Preparing Data – Part 2 (24 min.)
- File preparation (Prepress) (20 min.)
- Proofing and Approval (11 min.)
- Digital Front Ends (23 min.)
- Designing for Mailings (14 min.)
- Datastreams (19 min.)
- Tips for Walking Your Workflow (17 min.)

### Market Update

- 2023 Q1 Market Update (53 min.)
- 2023 Q2 Market Update (33 min.)