PIAS
PRINT UNIVERSITY

Through a partnership with The Print University (TPU), PIAS has licensed more than 70 on-demand virtual courses and educational tracks developed by print industry veterans and business consultants at TPU. This online learning tool focuses on the fundamentals of print and graphic communications, which comes at NO COST to member companies and educational institutions. The program offers suggested learning tracks by employee position and type of company, including new employees, sales reps, customer service, prepress operator, bindery operator, and more.

Introduction to Production Print
- Brief History of Printing
- What is Production Printing?
- Analog vs. Digital Printing
- Print 101: Electrophotography
- Print 101: Offset Lithography
- Print 101: Inkjet
- Print 101: Gravure
- Print 101: Flexography
- Print 101: Screen Printing
- Print 101: Wide Format
- Print 101: Paper
- Industry Speak: Acronyms & Jargon
- The World of Inks and Their Uses
- Importance of Print in Today's World
- Careers in Print: Pre-production
- Careers in Print: Production
- Inside a Trade Printer
- What a Print Buyer Should Know
- Careers in Print: Outside the Print Shop
- Intro to Accessibility in Print Communications
- Color Theory 101
- Color Management 101
- Fonts 101
- Offset Printing from a Pressman's Perspective Part 1&2

Introduction to Finishing
- Folding
- The World of Finishing
- Embellishments
- Trimming and Cutting
- Mailing
- Binding Methods
- Converting
- Finishing for Wide Format

Selling Strategies for:
- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Sign Shops
- Franchise Printers
- Selling Print Online

Vertical Markets for Print
- Education
- Financial and Insurance
- Healthcare and Pharmaceutical
- Manufacturing
- Non-Profit
- Government

Print Workflow and Processes:
- Preflighting 101
- Imposition 101
- Primer: Software & Functions
- Primer: Key Workflow Processes
- Primer: Design Considerations
- Job Onboarding
- Estimating, Quoting, & Ticketing
- Preparing Data – Part 1
- Preparing Data – Part 2
- File preparation (Prepress)
- Proofing and Approval
- Digital Front Ends
- Designing for Mailings
- Datastreams
- Tips for Walking Your Workflow
- Tips for Automating Proofing and Approvals
- The Ins and Out of IPDs vs. AFP vs. PDF
- Ways to Automate Customer Experience & Proofing Materials
- Practical AI for a Print Business
- The Dirty Dozen of Print Automation

Business Skills
- How to Write a Winning Job Description
- Communication Across Generations in the Workplace
- Thriving in Your First Job
- Delivering a Killer Presentation
- Hiring Gen Z

Market Update
- Year End Review & Predictions for 2026
- Midyear Market Update for 2025
- Year-end Review for 2025

Operations of a Print Service Provider
- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Sign Shops
- Publication Printers
- Packaging Converters
- Control the Chaos of Cost

Inside the Print Shop
- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Publication Printers
- Packaging Converters
- Sign Printers

This is not just a resource for current employees but a great recruiting tool to help solve the workforce crisis within the print industry.

To get a pias.org Member Only login to access the videos, email Whitney Presley at wpresley@pias.org

Learn more at https://pias.org/the-print-university_main/