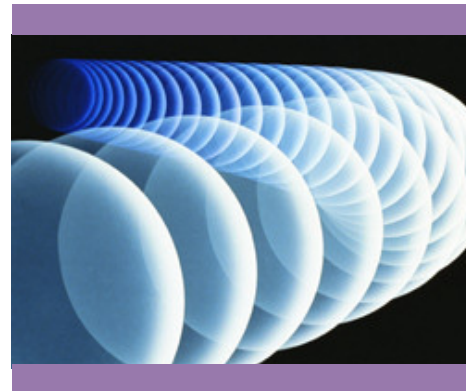




Understanding Design and Print

**An intensive one day
professional development workshop
that develops an understanding
of the design and print process**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates learn how to deal with and talk to designers and printers for best results.

They are introduced to the technology and vocabulary used, minimising costly misunderstandings and mistakes.

This insight into the design and printing process is useful when dealing with any designed or printed literature.

Delegates learn how to:

- Save time, money and temper at all stages of the design and production process.
- Understand what designers and printers are saying.
- Get results they want.
- Make informed decisions in design and print situations.
- Ask the right questions and get the right answers.



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Deciding What You Want

How to prepare a brief that will get the results you want. Explaining unexplainable things.

Knowing about thumbnails, layouts, roughs and artwork and what to expect.

Talking to a designer and understanding what they are saying. Introduction to design vocabulary.

First Impressions

How to interpret roughs and layouts and change them to meet your specifications. Controlling the creative process to meet your budget.

Deciding on the design route that fits your needs.

Computer Confidence

What computers can and cannot do. How you can help the design process with your computer.

Understanding design technology. The Macintosh/PC divide explained in real words.

Colour Confidence

Getting the colour results you want. Understanding 1, 2 and 4 colour printing. Spot colours and pantone colours.

How your choice of paper affects quality of print.

Proofing, Printing and Perfection

The print production process - an understanding. Various printing techniques and when to use each one.

Choosing proofs, which you can afford to have and which you can't afford not to have. Proof reading, checking and signing off.

Plan your training

Understanding Design and Print focuses on the design process from concept to production. It is a practical course for anyone involved in buying print or talking to designers.

It is a natural companion to *Design Secrets for Non-Designers*, which focuses on the creative process of developing design ideas.