



PIA San Diego Seminar
Tuesday, March 23, 2010



PRINTING 101

Learn basic industry terms and processes in this one-day seminar!



This seminar was designed for someone new to the printing industry - whether working at a printing company or new to buying printing. As a custom manufacturing industry, there are many

variables that affect every printing job, and having a basic understanding of the terms and processes is invaluable.

This dynamic training session is ideal for a new salesperson, CSR, print buyer, or graphic designer entering our industry. This full day provides a thorough overview of the entire print process, a “paper basics” section, and plant tours along the way.

Held in the training room at Marcoa Publishing, the great benefit of this beautiful facility is that throughout the day, students will tour the facility to gain an understanding of the classroom portion.

Testimonials from past attendees . . .

“Info provided will help consulting with my client on projects from start to finish.”

“Insightful look into print and paper industry. Great information presented in a user-friendly way.”

Course Outline

- Overview of different processes / requirements
- Art, file construction, preflighting files
- Color - theory, use, characteristics
- Digital capture
- Proofing - options
- Film assembly and CTP
- Press
- Finishing
- Paper basics - characteristics, types, finishes, & sizes
- Choosing the right paper for the job
- Sustainable paper & green print marketing

Speakers



Neil Bruington is a graphic arts instructor in San Diego County. His 27-year career at Palomar College included heading up the graphic communications department as director, chair and lead instructor.



Angela Benson is the General Manager of xpedx - San Diego. With almost 30 years of experience in the merchant business, Angela brings a strong expertise in the areas of printing papers, luxury packaging, and graphic supplies.

YES! Sign me for up to learn the industry basics!

Space is limited - register online at www.piasd.org or complete and fax this form.

Date: Tuesday, March 23, 2010

Time: 8:30 am ~ Check in
 9 am - 3 pm ~ Program

Place: Marcoa Publishing
 9955 Black Mountain Road, San Diego

Cost: \$169 per person
 Includes lunch and snacks

72-hour cancellation policy; no shows will be billed

COMPANY _____

NAME _____ EMAIL _____

NAME _____ EMAIL _____

NAME _____ EMAIL _____

Check enclosed or being mailed (*payable to PIA San Diego*)

Please invoice me

Please charge my credit card VISA MC AMEX

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Signature _____

FAX TO: 858-571-7935