Use this course track to focus on the learning modules most relevant to transaction printers. Total length is approximately 8.75 hours.

2 Intro to Production Printing What is Production Printing? 14: 3 Intro to Production Printing Analog vs. Digital Printing 15: 4 Intro to Production Printing Print 101: Electrophotography 16: 5 Intro to Production Printing Print 101: Offset Lithography 13: 6 Intro to Production Printing Print 101: Inkjet 21: 10 Intro to Production Printing Industry Speak: Acronyms & Jargon 21: 11 Inside the Print Shop Direct Mail Printers 14: 12 Inside the Print Shop Transactional Printers 18: 13 Inside the Print Shop Transactional Printers 18: 14 Inside the Print Shop Transactional Printers 21: 15 Operations of a PSP Direct Mail Printers 27: 16 Selling Strategies for Transactional Printers 15: 17 Vertical Markets for Print Financial and Insurance 11: 18 Print Workflow and Processes Preflighting 101 5: 18 Print Workflow and Processes Primer: Software & Functions 26: 19 Print Workflow and Processes Primer: Software & Functions 26: 10 Print Workflow and Processes Primer: Design Considerations 30: 11 Introduction to Finishing Folding 14: 12 Introduction to Finishing Folding 14: 13 Introduction to Finishing Folding 14: 14 Introduction to Finishing Folding 15: 15 Vertical Markets for Print Government 15: 16 Print Workflow and Processes Primer: Design Considerations 15: 17 Print Workflow and Processes Proofing and Approval 10: 18 Introduction to Finishing Folding 14: 19 Introduction to Finishing Folding 14: 19 Introduction to Finishing Binding Methods 15: 10 Introduction to Finishing Binding Methods 15: 11 Print Workflow and Processes Preparing Data Part 1 15: 12 Print Workflow and Processes Preparing Data Part 2 24:				
3 Intro to Production PrintingAnalog vs. Digital Printing15:4 Intro to Production PrintingPrint 101: Electrophotography16:5 Intro to Production PrintingPrint 101: Offset Lithography13:6 Intro to Production PrintingPrint 101: Inkjet21:10 Intro to Production PrintingIndustry Speak: Acronyms & Jargon21:11 Inside the Print ShopDirect Mail Printers14:14 Inside the Print ShopTransactional Printers18:21 Operations of a PSPDirect Mail Printers21:22 Operations of a PSPTransactional Printers27:28 Selling Strategies forTransactional Printers15:32 Vertical Markets for PrintFinancial and Insurance11:33 Vertical Markets for PrintHealthcare and Pharmaceutical12:36 Print Workflow and ProcessesPreflighting 1015:37 Print Workflow and ProcessesImposition 10112:38 Print Workflow and ProcessesPrimer: Software & Functions26:39 Print Workflow and ProcessesPrimer: Key Workflow Processes30:40 Print Workflow and ProcessesPrimer: Design Considerations30:43 Print Workflow and ProcessesProofing and Approval10:45 Print Workflow and ProcessesProofing and Approval10:47 Introduction to FinishingFolding14:48 Introduction to FinishingThe World of Finishing27:51 Introduction to FinishingBinding Methods15:55 Vertical Markets for PrintGovernment </td <td>1</td> <td>Intro to Production Printing</td> <td>Brief History of Printing</td> <td>14:07:00</td>	1	Intro to Production Printing	Brief History of Printing	14:07:00
4 Intro to Production Printing Print 101: Electrophotography 16: 5 Intro to Production Printing Print 101: Offset Lithography 13: 6 Intro to Production Printing Print 101: Inkjet 21: 10 Intro to Production Printing Industry Speak: Acronyms & Jargon 21: 13 Inside the Print Shop Direct Mail Printers 14: 14 Inside the Print Shop Direct Mail Printers 18: 21 Operations of a PSP Direct Mail Printers 21: 22 Operations of a PSP Direct Mail Printers 27: 28 Selling Strategies for Transactional Printers 15: 32 Vertical Markets for Print Financial and Insurance 11: 33 Vertical Markets for Print Healthcare and Pharmaceutical 12: 36 Print Workflow and Processes Preflighting 101 5: 37 Print Workflow and Processes Imposition 101 12: 38 Print Workflow and Processes Primer: Software & Functions 26: 39 Print Workflow and Processes Primer: Posign Considerations 30: 40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 144 Introduction to Finishing Folding 155 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Designing for Mailings 13: 57 Print Workflow and Processes Preparing Data Part 2 24:	2	Intro to Production Printing	What is Production Printing?	14:27:00
5 Intro to Production PrintingPrint 101: Offset Lithography13:6 Intro to Production PrintingPrint 101: Inkjet21:10 Intro to Production PrintingIndustry Speak: Acronyms & Jargon21:13 Inside the Print ShopDirect Mail Printers14:14 Inside the Print ShopTransactional Printers18:21 Operations of a PSPDirect Mail Printers21:22 Operations of a PSPTransactional Printers27:28 Selling Strategies forTransactional Printers15:32 Vertical Markets for PrintFinancial and Insurance11:33 Vertical Markets for PrintHealthcare and Pharmaceutical12:36 Print Workflow and ProcessesImposition 10112:37 Print Workflow and ProcessesPrimer: Software & Functions26:39 Print Workflow and ProcessesPrimer: Software & Functions26:39 Print Workflow and ProcessesPrimer: Design Considerations30:40 Print Workflow and ProcessesPreparing Data Part 115:45 Print Workflow and ProcessesPreparing Data Part 115:45 Print Workflow and ProcessesProofing and Approval10:47 Introduction to FinishingFolding14:48 Introduction to FinishingThe World of Finishing27:51 Introduction to FinishingBinding Methods15:55 Vertical Markets for PrintGovernment13:56 Print Workflow and ProcessesDesigning for Mailings13:57 Print Workflow and ProcessesPreparing Data Part 2	3	Intro to Production Printing	Analog vs. Digital Printing	15:23:00
6 Intro to Production Printing Print 101: Inkjet 21: 10 Intro to Production Printing Industry Speak: Acronyms & Jargon 21: 13 Inside the Print Shop Direct Mail Printers 14: 14 Inside the Print Shop Transactional Printers 18: 21 Operations of a PSP Direct Mail Printers 21: 22 Operations of a PSP Transactional Printers 27: 28 Selling Strategies for Transactional Printers 15: 32 Vertical Markets for Print Financial and Insurance 11: 33 Vertical Markets for Print Healthcare and Pharmaceutical 12: 36 Print Workflow and Processes Preflighting 101 5: 37 Print Workflow and Processes Primer: Software & Functions 26: 39 Print Workflow and Processes Primer: Key Workflow Processes 30: 40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Preparing Data Part 2 24:	4	Intro to Production Printing	Print 101: Electrophotography	16:43:00
10Intro to Production PrintingIndustry Speak: Acronyms & Jargon21:13Inside the Print ShopDirect Mail Printers14:14Inside the Print ShopTransactional Printers18:21Operations of a PSPDirect Mail Printers21:22Operations of a PSPTransactional Printers27:28Selling Strategies forTransactional Printers15:32Vertical Markets for PrintFinancial and Insurance11:33Vertical Markets for PrintHealthcare and Pharmaceutical12:36Print Workflow and ProcessesImposition 1015:37Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesPreparing Data Part 224:	5	Intro to Production Printing	Print 101: Offset Lithography	13:35:00
13 Inside the Print Shop Direct Mail Printers 14: 14 Inside the Print Shop Transactional Printers 18: 21 Operations of a PSP Direct Mail Printers 21: 22 Operations of a PSP Transactional Printers 27: 28 Selling Strategies for Transactional Printers 15: 32 Vertical Markets for Print Financial and Insurance 11: 33 Vertical Markets for Print Healthcare and Pharmaceutical 12: 36 Print Workflow and Processes Preflighting 101 5: 37 Print Workflow and Processes Imposition 101 12: 38 Print Workflow and Processes Primer: Software & Functions 26: 39 Print Workflow and Processes Primer: Key Workflow Processes 30: 40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Preparing Data Part 2 24:	6	Intro to Production Printing	Print 101: Inkjet	21:59:00
14 Inside the Print Shop Transactional Printers 18: 21 Operations of a PSP Direct Mail Printers 21: 22 Operations of a PSP Transactional Printers 27: 28 Selling Strategies for Transactional Printers 15: 32 Vertical Markets for Print Financial and Insurance 11: 33 Vertical Markets for Print Healthcare and Pharmaceutical 12: 36 Print Workflow and Processes Preflighting 101 5: 37 Print Workflow and Processes Imposition 101 12: 38 Print Workflow and Processes Primer: Software & Functions 26: 39 Print Workflow and Processes Primer: Key Workflow Processes 30: 40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 14 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Preparing Data Part 2 24:	10	Intro to Production Printing	Industry Speak: Acronyms & Jargon	21:54:00
21 Operations of a PSP Direct Mail Printers 21: 22 Operations of a PSP Transactional Printers 27: 28 Selling Strategies for Transactional Printers 15: 32 Vertical Markets for Print Financial and Insurance 11: 33 Vertical Markets for Print Healthcare and Pharmaceutical 12: 36 Print Workflow and Processes Preflighting 101 5: 37 Print Workflow and Processes Imposition 101 12: 38 Print Workflow and Processes Primer: Software & Functions 26: 39 Print Workflow and Processes Primer: Key Workflow Processes 30: 40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Preparing Data Part 2 24:	13	Inside the Print Shop	Direct Mail Printers	14:25:00
22Operations of a PSPTransactional Printers27:28Selling Strategies forTransactional Printers15:32Vertical Markets for PrintFinancial and Insurance11:33Vertical Markets for PrintHealthcare and Pharmaceutical12:36Print Workflow and ProcessesPreflighting 1015:37Print Workflow and ProcessesImposition 10112:38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	14	Inside the Print Shop	Transactional Printers	18:45:00
28Selling Strategies forTransactional Printers15:32Vertical Markets for PrintFinancial and Insurance11:33Vertical Markets for PrintHealthcare and Pharmaceutical12:36Print Workflow and ProcessesPreflighting 1015:37Print Workflow and ProcessesImposition 10112:38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	21	Operations of a PSP	Direct Mail Printers	21:42:00
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33Vertical Markets for PrintHealthcare and Pharmaceutical12:36Print Workflow and ProcessesPreflighting 1015:37Print Workflow and ProcessesImposition 10112:38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	28	Selling Strategies for	Transactional Printers	15:59:00
36Print Workflow and ProcessesPreflighting 1015:37Print Workflow and ProcessesImposition 10112:38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	32	Vertical Markets for Print	Financial and Insurance	11:31:00
37Print Workflow and ProcessesImposition 10112:38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	33	Vertical Markets for Print	Healthcare and Pharmaceutical	12:41:00
38Print Workflow and ProcessesPrimer: Software & Functions26:39Print Workflow and ProcessesPrimer: Key Workflow Processes30:40Print Workflow and ProcessesPrimer: Design Considerations30:43Print Workflow and ProcessesPreparing Data Part 115:45Print Workflow and ProcessesProofing and Approval10:47Introduction to FinishingFolding14:48Introduction to FinishingThe World of Finishing27:51Introduction to FinishingMailing23:52Introduction to FinishingBinding Methods15:55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	36	Print Workflow and Processes	Preflighting 101	5:54:00
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40 Print Workflow and Processes Primer: Design Considerations 30: 43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Mailing 23: 52 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Designing for Mailings 13: 57 Print Workflow and Processes Preparing Data Part 2 24:	38	Print Workflow and Processes	Primer: Software & Functions	26:49:00
43 Print Workflow and Processes Preparing Data Part 1 15: 45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Mailing 23: 52 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Designing for Mailings 13: 57 Print Workflow and Processes Preparing Data Part 2 24:	39	Print Workflow and Processes	Primer: Key Workflow Processes	30:08:00
45 Print Workflow and Processes Proofing and Approval 10: 47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Mailing 23: 52 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Designing for Mailings 13: 57 Print Workflow and Processes Preparing Data Part 2 24:	40	Print Workflow and Processes	Primer: Design Considerations	30:40:00
47 Introduction to Finishing Folding 14: 48 Introduction to Finishing The World of Finishing 27: 51 Introduction to Finishing Mailing 23: 52 Introduction to Finishing Binding Methods 15: 55 Vertical Markets for Print Government 13: 56 Print Workflow and Processes Designing for Mailings 13: 57 Print Workflow and Processes Preparing Data Part 2 24:	43	Print Workflow and Processes	Preparing Data Part 1	15:00:00
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51 Introduction to FinishingMailing23:52 Introduction to FinishingBinding Methods15:55 Vertical Markets for PrintGovernment13:56 Print Workflow and ProcessesDesigning for Mailings13:57 Print Workflow and ProcessesPreparing Data Part 224:	47	Introduction to Finishing	Folding	14:26:00
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55Vertical Markets for PrintGovernment13:56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	51	Introduction to Finishing	Mailing	23:59:00
56Print Workflow and ProcessesDesigning for Mailings13:57Print Workflow and ProcessesPreparing Data Part 224:	52	Introduction to Finishing	Binding Methods	15:31:00
57 Print Workflow and Processes Preparing Data Part 2 24:	55	Vertical Markets for Print	Government	13:16:00
1 5	56	Print Workflow and Processes	Designing for Mailings	13:52:00
58 Print Workflow and Processes Datastreams 19:	57	Print Workflow and Processes	Preparing Data Part 2	24:46:00
	58	Print Workflow and Processes	Datastreams	19:21:00
Total Time: 8.75			Total Time:	8.75 hours