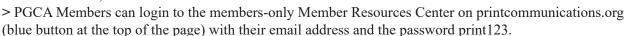
### PRINT UNIVERSITY CLASS LIST

Training webinars, focused on the fundamentals of print and graphic communications, are now available as a no-cost benefit to PGCA members.



> Scroll down to see Print University Box, select "Click Here for Class Options" to view available webinars. Contact PGCA at (716) 691-3211 or info@printcommunications.org for assistance with login credentials.

## **Intro to Production Printing**

After an industry history overview, modules cover various segments of the industry and their technology, equipment types and applications.

- 1. Brief History of Printing (14 min.)
- 2. What is Production Printing? (14 min.)
- 3. Analog vs. Digital Printing (15 min.)
- 4. Print 101: Electrophotography (16 min.)
- 5. Print 101: Offset Lithography (13 min.)
- 6. Print 101: Inkjet (22 min.)
- 7. Print 101: Gravure (11 min.)
- 8. Print 101: Flexography (12 min.)
- 9. Print 101: Screen Printing (10 min.)
- 10. Industry Speak: Acronyms & Jargon (21 min.)
- 62. Paper 101 (23 min.)

## **Inside the Print Shop**

What makes each industry segment unique; their customer set, production capabilities and opportunities.

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

# UNIVERSITY

# **Operations of a PSP**

A deeper dive into the actual operations of each type of printer, typical org. structure and optimizing operations.

- 18. Commercial Printers (14 min.)
- 19. Sign Shops (17 min.)
- 20. In-plant Printers (17 min.)
- 21. Direct Mail Printers (21 min.)
- 22. Transactional Printers (27 min.)
- 23. Publication Printers (18 min.)
- 24. Packaging Converters (21 min.)
- 59. Control the Chaos of Costs (26 min.)

# **Selling Strategies for Industry Segments**

How each segment approaches the selling process; the elements, their strategy and unique sales cycles.

- 25. Commercial Printers (13 min.)
- 26. In-plant Printers (18 min.)
- 27. Direct Mail Printers (11 min.)
- 28. Transactional Printers (16 min.)

#### 29. Sign Shops (15 min.)

30. Franchise Printers (14 min.)

#### Vertical Markets for Print

We share market stats, key trends, and opportunities for print within each market vertical.

- 31. Education (12 min.)
- 32. Financial and Insurance (11 min.)
- 33. Healthcare and Pharmaceutical (12 min.)
- 34. Manufacturing (16 min.)
- 35. Non-profit (10 min.)
- 55. Government (13 min.)

#### **Print Workflow and Processes**

An overview of industry processes along with best practices and tools sets to accomplish those tasks.

- 36. Preflighting 101 (5 min.)
- 37. Imposition 101 (13 min.)
- 38. Primer: Software & Functions (26 min.)
- 39. Primer: Key Workflow Processes (30 min.)
- 40. Primer: Design Considerations (30 min.)
- 41. Job Onboarding (16 min.)
- 42. Estimating, Quoting, & Ticketing (15 min.)
- 43. Preparing Data Part 1 (15 min.)
- 44. Print Workflow and Processes (20 min.)
- 45. Print Workflow and Processes (10 min.)
- 46. Digital Front Ends (23 min.)
- 56. Designing for Mailings (13 min.)
- 57. Preparing Data Part 2 (24 min.)
- 58. Datastreams (19 min.)
- 60. Tips for Walking Your Workflow (16 min.)

# **Introduction to Finishing**

A look at the major finishing techniques and equipment.

- 47. Folding (13 min.)
- 48. The World of Finishing (27 min.)
- 49. Embellishments (18 min.)
- 50. Trimming and Cutting (9 min.)
- 51. Mailing (23 min.)
- 52. Binding Methods (15 min.)
- 53. Converting (28 min.)
- 54. Finishing for Wide Format (18 min.)

# **Market Update**

61. 2023 Q1 Market Update (53 min.)