

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.

> PGCA Members can login to the members-only Member Resources Center on printcommunications.org (blue button at the top of the page) with their email address and the password print123.

> 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.)



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.)