

presents

# PACKAGE PRINTING



**4**  
HOURS



**39**  
LESSONS



**23**  
VIDEOS

## A COMPREHENSIVE COURSE

You'll learn how the various print processes impact packaging cost and quality. We will tie in the graphic development workflow including color management strategies, artwork generation, pre-press workflows, plate making and going to print—colors, roll and sheet stock technical specifications, timelines, and budgets.

## TAKEAWAY

INDUSTRY VETERANS  
SHARE USEFUL  
INSIGHT INTO THE  
IN-DEPTH PROCESS OF  
PACKAGE PRINTING.



## LEARNING OBJECTIVES:



MAKE PROPER DECISIONS WITHIN PACKAGE DEVELOPMENT



EXAMINE PRINT PROCESSES: FLEXOGRAPHY, LITHOGRAPHY, GRAVURE, SCREEN PRINTING, AND DIGITAL PRINTING



UNVEIL THE INTERSECTION BETWEEN PRINT AND PACKAGING THROUGH ARTWORK, DESIGN PRINCIPLES, AND TERMINOLOGY



UNDERSTAND PROS AND CONS FOR EACH PRINT PROCESS



LEARN HOW PACKAGE DEVELOPMENT PROCESSES CAN AFFECT YOUR INDUSTRY PROJECTS THROUGH APPLICATION



REVIEW THE GRAPHIC DEVELOPMENT WORKFLOW



GAIN BEST PRACTICE TIPS FOR PACKAGE PRINTING

CLICK HERE TO LEARN MORE  
ABOUT THIS COURSE !

