

PIA San Diego's

PRINT UNIVERSITY

ONLINE LEARNING



PIA|SD



Over 60 On-demand Courses With Optional Assessments/ Certification, Free For PIASD Members

PIA San Diego is proud to introduce our newest member benefit, Print University. This new online training focuses on the fundamentals of print and graphic communications as a no-cost benefit to PIASD member companies and educational institutions.

Through a new partnership, PIASD has licensed more than 60 on-demand courses and educational tracks developed by print industry veterans and business consultants at The Print University.

There are currently eight sections/modules available:

- Intro to Production Printing
- Inside the Print Shop
- Operations of a PSP
- Selling Strategies
- Vertical Markets for Print
- Print Workflow & Processes
- Introduction to Finishing
- Market Update

HOW TO BEGIN

Visit piasd.org/print-university/
or scan the QR Code below.



If you have any questions please
contact us at (858) 800-6900.



PIA|SD

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Available Courses

Intro to Production Printing

- Brief History of Printing
- What is Production Printing?
- Analog vs. Digital Printing
- Print 101: Electrophotography
- Print 101: Offset Lithography
- Print 101: Inkjet
- Print 101: Gravure
- Print 101: Flexography
- Print 101: Screen Printing
- Industry Speak:
- Acronyms & Jargon
- Paper 101

Inside the Print Shop

- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Publication Printers
- Packaging Converters
- Sign Printer

Operations of a PSP

- Commercial Printers
- Sign Shops

- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Publication Printers
- Packaging Converters
- Control the Chaos of Costs

Selling Strategies for

- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Sign Shops
- Franchise Printers

Vertical Markets for Print

- Education
- Financial and Insurance
- Healthcare & Pharmaceutical
- Manufacturing
- Non-profit
- Government

Print Workflow and Processes

- Preflighting 101
- Imposition 101
- Primer: Software & Functions

- Primer: Key Workflow Processes
- Primer: Design Considerations
- Job Onboarding
- Estimating, Quoting, & Ticketing
- Preparing Data Part 1
- Preparing Data Part 2
- File preparation (Prepress)
- Proofing and Approval
- Digital Front Ends
- Designing for Mailings
- Datastreams
- Tips for Walking Your Workflow

Introduction to Finishing

- Folding
- The World of Finishing
- Embellishments
- Trimming and Cutting
- Mailing
- Binding Methods
- Converting
- Finishing for Wide Format

Market Update

2023 Q1 Market Update

