

# Color Management Training

## A course in producing predictable, customer-pleasing color

Customer-pleasing color. That's a key to building a successful business. But it's not easy because color can be a moving target. The number of variables is daunting. It starts out on a designer's screen, gets proofed on a desktop printer, comes into your shop probably as a PDF, gets preflighted, proofed, and then printed—sometimes on offset, sometimes on digital, sometimes on both.

All along the way, you're doing a balancing act trying to find the centerline for a variety of color gamuts, and trying to decide the right time to convert the RGB to CMYK.



## The art and science of color management... in a one-day workshop

This is a day packed full of information, insight, and tips on how to get the color right, including topics such as:

- Typical workflows for print reproduction
- The difference between additive and subtractive color
- How process color differs from spot color
- The challenge of matching color from multiple print processes
- How offset color reproduction differs from toner or inkjet
- The visual impact of screening techniques
- Where and when color conversion takes place
- The proper use of RGB, CMYK and L\*A\*B\* color models
- How ICC profiles are created and used
- Color separation techniques for Adobe Photoshop
- How to develop a color management workflow that can optimize both digital and offset print reproduction

## Learn how to control color from design to delivery

The tools of desktop publishing have never been more powerful or more flexible. Used properly, these software programs can create consistent color output, even across multiple devices and technologies. The print reproduction process encompasses multiple players, and each has a critical role in assuring accurate and repeatable results.

## Matching digital, offset, and electronic color

One of the most exciting and challenging developments is the emergence of cross-media campaigns where marketing materials are produced for delivery in a variety of media, offset long runs, targeted digital runs, and electronic delivery via email and personalized urls (purls). Learn how to deliver a color-managed cross-media campaign by understanding the different color spaces that are used by each.

## When to convert

One of the biggest challenges in color management is understanding the various color spaces and knowing at what point in the process to convert to CMYK. There are many factors to consider. Get the insight you need to get it right every time.

## Using the tools

Calibration is the key, and new tools are available to help you align monitors and devices. You'll also learn proper viewing techniques to ensure you're seeing the color in its best light.

## Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Workflow Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology<sup>SM</sup>.

### Color Management—taught by our digital printing professionals

This is an invaluable workshop for prepress managers and prepress technicians. You fill out a worksheet well in advance of the class that identifies key facts about your print environment—the devices, the workflow, the experience of your people, etc. Your instructor can then focus on your issues and tailor the program so you and your people get the maximum benefit.

**For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices)**

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