

# Design for Digital Training

## Get great results every time with a smart design

Satisfied customers. That's the key to growing your business. When it comes to digital printing, your customers want great quality, fast turnaround, and no surprises. Our Design for Digital training class helps ensure you deliver on all counts.

This training class, delivered at your site or ours, prepares your design and prepress professionals with all of the insight and information they need to prepare files, using the latest design software, that reproduce with consistently excellent results.



# Workflow Services

## A comprehensive course in digital design

You'll minimize rework, increase productivity and please more customers when you learn the art and science of digital printing including:

### Paper selection

The foundation for excellent reproduction. Learn the difference between digital offset imaging technologies and apply them to your choice of stocks to get the right look.

### Color management

Does your shop practice the three C's—Calibration, Characterization, and Conversion? In the digital world, where work is highly automated, you'll need a start-to-finish, color-managed workflow. We'll show you how.

### Design considerations

What do you have to know to get crisp text, smooth gradients, outstanding photos, and stunning effects from transparency, feathering, and more? Gain valuable knowledge that you can put to daily use so you get the most out of your Xerox digital press.

### Variable data

This is the place to learn how to leverage the power of variable text and graphics to increase relevance and response rates from marketing materials. The course covers key concepts in designing templates, sizing and scaling variable images, preparing files for optimized RIP and print productivity.

## Preflighting

Imposition, bleeds, and finishing are all key parts of producing a quality job. Be sure you know the capabilities of the target print device. And remember, not all PDFs are created equal. Our instructors review the proper settings for PDFs to ensure flawless reproduction.

## Valuable reference tools

Attendees receive more than expert training. They receive a Job Preparation Guide that they can use back in your shop on a daily basis. In addition, they get a Design for Digital Workbook, a checklist to ensure your files print correctly and a Dos and Don'ts Sample Sheet with important reminders on how to get great results every time.

## 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>.

### Design for Digital—taught by our digital printing professionals

This is an invaluable workshop. 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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