



# **COLOR MANAGEMENT PROFESSIONAL<sup>®</sup> CERTIFICATION**

Fundamental and Specialty  
Online Courses and Exams

**New Courses Added:**

CMP Digital Print  
CMP Offset Print



## INVEST IN THE CONTINUING EDUCATION OF YOUR STAFF

More than 1,500 industry professionals have been certified through the Idealliance series of online Color Management Professional® (CMP) Certification Programs. CMP courses are comprised of video instruction and exams on the latest best practices and standards in color management. The CMP certification program begins with an extensive course on the fundamentals of color management where you can achieve certification as a “Color Management Professional,” followed by additional instructional courses in many specialty areas within a graphic communications production environment.



### CMP FUNDAMENTALS

**Instructor:** David Hunter,  
Pilot Marketing Group –  
Idealliance G7 Expert-Trainer



David Hunter

**Who should enroll:** Print and digital media production professionals and managers

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*CMP Fundamentals offers the latest in color theory and applications in color, providing a strong educational foundation for color managing a graphics workflow.*

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**Lessons:**

1. Introduction to Color Management
2. Color Spaces
3. Color Science
4. Color Evaluation
5. Applying Concepts in Photoshop
6. Color Measurement
7. Calibration and Linearization
8. Profiling Introduction Characterization
9. Input and Monitor Profiling Characterization
10. Output Profiling Characterization
11. Conversion Applying ICC Profiles
12. Conformance to Standard Conditions
13. Certification Exam

### CMP PREMEDIA

**Instructor:** David Hunter,  
Pilot Marketing Group –  
Idealliance G7 Expert-Trainer



David Hunter

**Who should enroll:** Print and digital media production professionals and managers

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*CMP Prepress is focused on strategies to control color for premedia and prepress departments responsible for reproducing files for output.*

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**Lessons:**

1. Color Strategies For Prepress Color Control
2. Viewing Room Configuration and Assessment
3. Preflight Strategies
4. Workflow Color Conversion Strategy and Configuration
5. Proofer Strategy and Configuration
6. Plate Setter Strategy and Configuration
7. Sending Files to Digital Output Devices
8. Certification Exam

REGISTER at [idealliance.org/online-training](http://idealliance.org/online-training)



## NEW CMP DIGITAL PRINT

**Instructor:** Ron Ellis, Ron Ellis  
Consulting LLC – Idealliance G7  
Expert-Trainer



Ron Ellis

**Who should enroll:** Premedia and digital media production professionals and managers

*CMP Digital is designed for operators of digital press equipment, and is an easy-to-understand instructional guide to color management principles in the digital pressroom.*

### Lessons:

1. Digital Print Machines
2. Introduction to Digital Print
3. Industry Standards and Digital
4. Digital Print Color Spaces
5. G7 and Digital Print
6. Paper and Digital Print
7. Digital Front Ends (DFEs)
8. Basic Color Management Digital
9. Evaluation of Digital Print
10. Measurement of Digital Print
11. Digital Print Wide Format
12. Digital Front End Examples
13. Machine Capability
14. Certification Exam

## NEW CMP OFFSET PRINT

**Instructor:** Ron Ellis, Ron Ellis  
Consulting LLC – Idealliance G7  
Expert-Trainer



Ron Ellis

**Who should enroll:** Premedia and offset print production professionals and managers

*CMP Offset is designed for operators of conventional press equipment and is an easy-to-understand instructional guide to color management principles in the pressroom.*

### Lessons:

1. Introduction to Offset Print
2. Industry Standards and Offset
3. Offset Print Color Spaces
4. G7 and Offset Print
5. Plates, Paper and Ink
6. Conventional & Spot Color Inks
7. UV Hue and Metallic Inks
8. Measurement and Offset Print
9. Offset Press Preparation
10. Offset Press Calibration
11. Evaluation and Offset Print
12. Tolerances and Offset Print
13. Process Control
14. Machine Capability
15. Certification Exam



## CMP MASTER

Registering to become a CMP Master affords access to four courses; CMP Fundamentals, CMP Premedia, CMP Digital Print, and CMP Offset Print. To be recognized as a CMP Master requires the passing of CMP Fundamentals, CMP Premedia, and ONE of the following courses: CMP Digital Print or CMP Offset Print.

# CMP CREATIVE

**Instructor:** Son Do, Rods and Cones

**Who Should Enroll:** Professionals charged with the design and production of creative content



Son Do

*Through a series of short, interactive and informative lessons, CMP Creative examines issues critical to the process of ensuring content output meets the intended design and corporate brand objectives.*

## Lessons:

1. Mission Control: Is There a Problem?
2. What is Color Management?
3. The Importance of Color Management
4. Examples of Color Managed Workflows
5. Brands and Color
6. Tools That Measure Color
7. Standards and Consistency
8. Monitors
9. Optimizing Applications
10. RGB and CMYK
11. Brand and Spot Colors
12. Proofing
13. Printing
14. Printing Processes
15. Paper
16. Conclusion
17. Certification Exam

# CMP SALES

**Instructors:** David Hunter, Pilot Marketing Group and Steven Schnoll, Schnoll Media Consulting



David Hunter



Steven Schnoll

## Who Should Enroll:

Sales and Account Executives of creative agencies, studios, print and premedia service providers

*CMP Sales course assists the print and premedia account executive in managing customer's color expectations and assuring integrity to their client's brand image across multiple jobs and devices, without overloading on the technical details.*

## Lessons

1. The Realities of Living in a Colorful Society
2. The Cross-Media Color World
3. Standards and Best Practices
4. Devices and Platforms
5. The Color Value Proposition
6. Certification Exam

## ABOUT CERTIFICATION

Successful completion of the CMP Fundamentals Exam certifies the student as a CMP Professional. Certifications are also offered in many specialty areas. Certification is for 2 years and includes a printable certificate, program logos, and listing in Idealliance's Official Online Certification Directory.

### Benefits of Being a Color Management Professional\*

- Improve Color Accuracy
- Assure Brand Color
- Build Color Managed Workflows
- Control Image Color
- Maximize color quality

### Online Learning Offers

- Tablet Support: For mobile access
- Bookmarks: Switch between platforms
- Easy Navigation: Fast forward/Reverse
- Table of Contents: Easy search by keyword
- Quiz Questions: So you're exam-ready

### Pricing

	CMP Fundamentals	Specialty Courses (Each Course)	CMP Master (Access to 4 CMP Courses)
Member	\$395	\$295	\$995
Non-Member	\$495	\$395	\$1,195

View a sample CMP lesson at [idealliance.org/cmp-sample](http://idealliance.org/cmp-sample)

“The validation of skills through external certifications such as the Color Management Professional Program demonstrates our commitment to our people and dedication to our customers' businesses.”

- EDWARD JANSEN, BUSINESS UNIT VICE PRESIDENT, PRODUCTION PRINT SOLUTIONS PROFESSIONAL SERVICES GROUP, CANON SOLUTIONS AMERICA

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