



Bulletin

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Toronto's Ryerson University Hosts G7® Training, Certifies 32 Experts

Idealliance and Ryerson University partnered to bring **G7® Expert and Professional training** to an international roster of 32 students representing every segment of the graphic communications industry during a three-day program at the Ryerson University School of Graphic Communications Management in Toronto, Ontario, Canada.

Ryerson hosted the June 12-14 training event at its cutting-edge print, media, direct mail, and marketing services facility. A world-renowned graphic communications program with eight G7 Experts on its staff, Ryerson is an industry leader and resource for development, testing, and industry growth, as well as undergraduate education.

Participants from North and South America and Europe came together for collaboration, hands-on learning, and extensive discussion during the training, which was led by G7 Lead Trainer Don Hutcheson. The program included live demonstrations of digital and proofing color management utilizing the G7 methodology that is designed to align all print technologies for visual consistency, process and quality control, and color workflow management.

Color Theory Expertise

"We are proud to have 32 individuals, including prepress and press operators covering digital, offset, and flexo printing, OEM and technology suppliers, brand owners, print buyers, workflow and color specialists, color consultants, and educators participate in this training opportunity and achieve G7 Expert and G7 Professional certification," says Jordan Gorski, Idealliance Director of Global Certification Programs.

G7® Experts and Professionals have a phenomenally deep expertise in color theory, the G7 methodology, ISO standards, process control and press/proof alignment to achieve G7 certification in order to meet color consistency, tolerance requirements and process control, and extraordinary repeatability of quality for brands and print buyers of those they serve. As G7 Experts, these individuals are certified and licensed by Idealliance as proven leaders in print production

and global ISO Standards to align all proof and print applications regardless of process, ink, or substrate.

G7 Experts are also taught and certified in tremendous cost reductions of production, speeding product to market, massive reduction in waste, extraordinary increase in color consistency—no matter the substrate or print medium— and consistently maintaining their client's brand image and print production requirements. The global print market is driven by ISO Standards and, when ISO Standards are in place, overall operational efficiency increases at an exceptional rate and consistency of production is outstanding.

Education Partnership

"Ryerson University and Idealliance have built an extensive partnership to serve the graphic communications industry," says Gorski. "We are profoundly appreciative to be able to partner with such a prestigious educational institution and bring our industry-leading training not only to those in the greater Toronto area, but to participants from around the globe."

Ryerson University's School of Graphic Communications Management, in the modern high-tech Heidelberg Centre, is Canada's only degree-granting program for the printing industries. Its four-year degree program offers incredible opportunities in all areas of digital imaging and print production leading to a career in the printing industry.

G7 Certification is the most recognized international specification for color management and not only achieves consistent color reproduction across any print medium or substrate, but also provides a tremendous savings to an operation's bottom line. Utilizing G7 within a print production workflow improves output consistency across multiple print services, platforms, and distribution outlets.

For more about G7 training, [click here](#) or contact Jordan Gorski at (703) 837-1096 or jgorski@idealliance.org.

