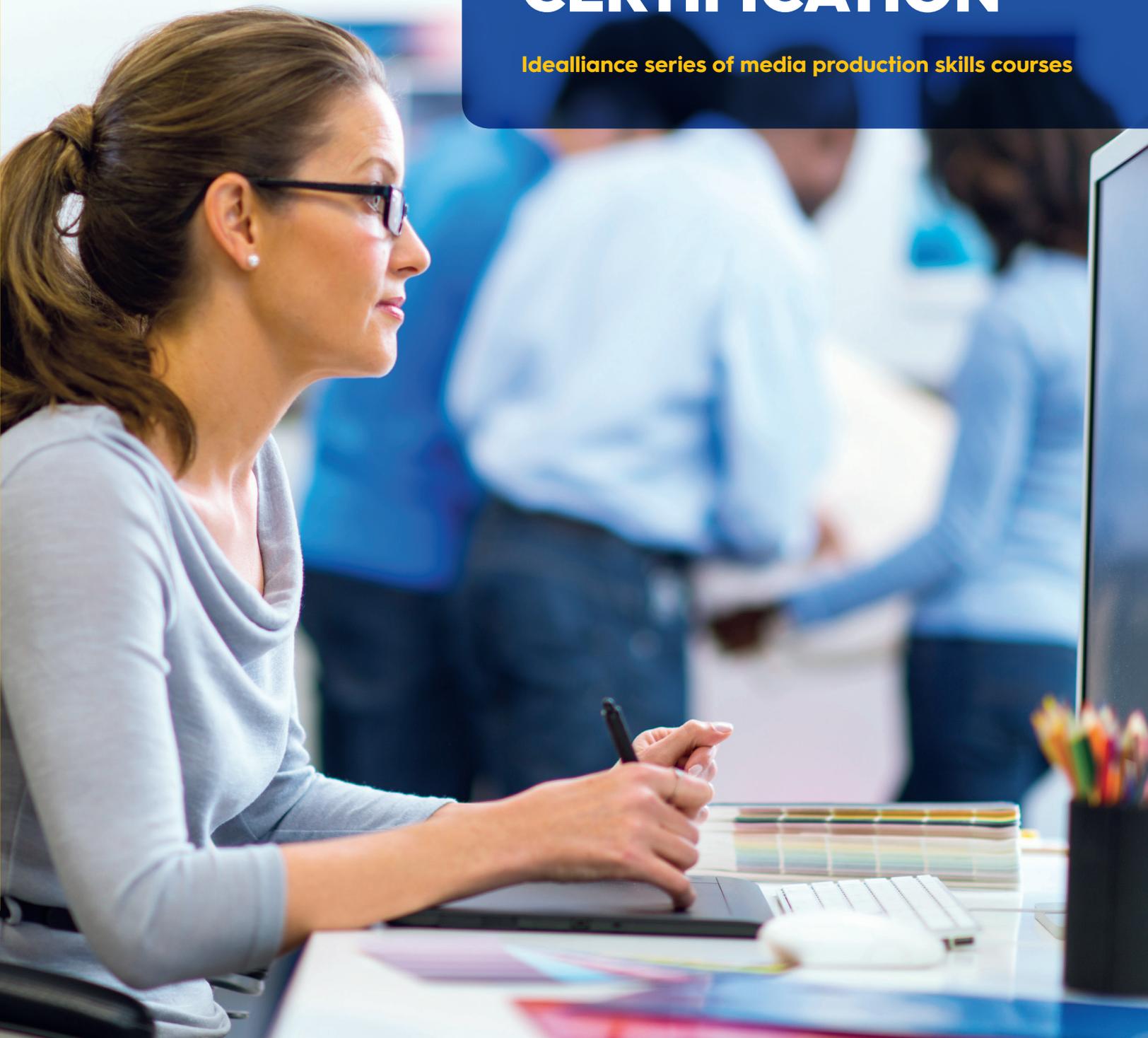




ONLINE TRAINING & PROFESSIONAL CERTIFICATION

Idealliance series of media production skills courses



Is your staff up-to-speed on the latest standards and best practices?

Investing in your staff's media production skills-training will reduce costs and add to your bottom line.



INTEGRATED MEDIA WORKFLOW PROFESSIONAL



Instructors: Dianne Kennedy, Peter Meirs, John Parsons, Mary Yurkovic, David Zwang

Who should enroll: Publishing, print, premedia, IT, and content management professionals and managers

Integrated Media Workflow Professional teaches graphic communications professionals the basics of making the transition from a dedicated print workflow to a workflow designed to enable the production, publishing and delivery of content across multiple media channels.

Lessons:

1. Understanding Today's Media Channels
2. Overview of an Integrated Media Workflow
3. The Importance of Digital First
4. Stage #1: Create and Capture
5. Why Asset Management is Critical
6. Stage #2: Ingest and Manage
7. The Role of Color Management in Brand Integrity
8. Stage #3: Edit and Produce
9. PDF/X-1a, PDF/X-4 and PDF/VT
10. Stage #4: Transform and Publish
11. Open Formats for Publishing Digital Magazines
12. Stage #5: Fulfill and Distribute
13. The Role of Social Media and Analytics
14. Stage #6: Report and Engage
13. Certification Exam
14. Case Studies

Member price: \$395.00

Non member price: \$495.00

G7[®] PROCESS CONTROL PROFESSIONAL



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

Who should enroll: Print, premedia, and creative production professionals

The G7 Process Control course is workflow training from the creative process through print output. It identifies how to standardize workflow processes to reduce costs and expand efficiencies. The course addresses the challenges of managing color across devices and workflows, defining how to integrate and maintain proven industry best practices and standards.

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

Member Price: \$495.00

Non Member Price: \$695.00

REGISTER at idealliance.org/online-training

G7® PROCESS CONTROL CREATIVE



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

Who should enroll: Creative production professionals and managers

The G7 Process Control Creative course identifies how to standardize workflow processes to reduce costs and expand efficiencies while gaining better control over color and print. The course addresses the challenges of managing color across devices and workflows from the perspective of the creative production professional.

Lessons:

1. Working Spaces
2. Printing Aims
3. Evaluation of a Proof & Material to an Aim
4. PDF/X Fundamentals
5. Data Reception and Creation
6. Color Theory (CMP - Intro to Color Management)
7. G7 Theory
8. G7 Color Metrics
9. Soft Proofing
10. Process Control
11. Trending and Analyses
12. Hardcopy Proofing
13. Viewing Conditions
14. Client Training
15. How ISO Relates
16. G7 and Digital Devices

Member price: \$295.00
Non member price: \$395.00

JDF-EXPERT

Instructors: Supporters of CIP4

Who should enroll: Chief information officers (CIO), chief technology officers (CTO), lead system/technical pros at printing, prepress, and publishing companies

The objective of the JDF Expert Certificate training program is to provide a comprehensive understanding of the JDF (Job Definition Format) process. The JDF Expert Certificate training program is specifically designed for those persons leading their company's efforts to implement JDF based automated processes and CIM (Computer Integrated Manufacturing) into their operations.

Lessons:

1. A JDF Overview
2. Introduction to XML
3. JDF Structures
4. Working With Intents
5. Process and Resources
6. Job Message Format (JMF)
7. The Schema
8. Device Capabilities
9. Automating Preflighting with JDF
10. JDF Practicum: Prepress Operations
11. JDF Practicum: Digital Printing Operations
12. JDF Practicum: Post Press Operations
13. JDF Expert Certificate: Final Review
14. JDF Bonus: Introduction to Version 1.3
15. JDF Bonus: Introduction to Version 1.4

Member price: \$299.00
Non member price: \$399.00

Developed by the industry's leading experts, Idealliance courses offer:

24/7 Access:

Self paced learning

Table of Contents:

Easy topic search

Tablet Support:

For mobile learning

In-lesson Q&A:

To prepare for exam

Lesson Bookmarks:

Remembers where you left off

CEUs:

Continuing Education Unit credits

Easy Navigation:

Back and fast forward

Certification:

Prestigious recognition

Upon successful completion of an Idealliance online training course you will be certified for two years*, receive a certificate of completion, and use of program logos. Throughout the duration of your certification you will be listed in Idealliance's distinguished Official Directory of Certified Experts, Professionals and Qualified Masters.

** To maintain certification you must successfully complete the recertification training every two (2) years.*

COLOR MANAGEMENT PROFESSIONAL SERIES



For course details of the Idealliance Color Management Professional series of courses, download the CMP brochure at idealliance.org/cmp-jan-2016

IDEALLIANCE TOTAL TRAINING

Idealliance offers its entire library of online training and professional certification courses for one single annual fee, in its TOTAL Training Program.

Total Training includes 24/7 access and tablet/mobile support to ALL Idealliance online training and certification courses for one full year. Total Training offers managers the ability to track capabilities of their staff, ensuring a baseline of competency is always met.

TOTAL Training includes:

- Integrated Media Workflow Fundamentals (14 lessons)
- Color Management Professional® Fundamentals(12 Lessons)*
- Color Management Professional® Digital Print (14 Lessons)*
- Color Management Professional Offset Print (14 lessons)
- Color Management Professional® Premedia (8 Lessons)*
- Color Management Professional® Sales (5 Lessons)*
- Color Management Professional® Creative (16 Lessons)*
- G7 Process Control Workflow Training (27 Lessons)
- JDF Expert Training (15 Lessons)

TOTAL Training benefits :

- Allows the ability to target lessons and courses to individual skill and educational needs
- Affordable strategy to educate multiple staff in continuing education on best practices proven to reduce costs and expand efficiencies
- Includes skills training and Professional Certification exams

Prices

Users in Block	Per Person	Block Fee
5	\$520	\$2,600
10	\$480	\$4,800
20	\$430	\$8,600
50	\$400	\$20,000

“ At Konica Minolta, we know how important training and staff development are to our customers, and their successful use of technology to drive strategic business goals. We are utilizing the Color Management Professional® programs of Idealliance to expand our educational options for customers to support them in streamlining their processes.

- KEVIN P. KERN, SENIOR VICE PRESIDENT, MARKETING, KONICA MINOLTA

The Idealliance total training package enables our organization to receive training from a professional organization, enriching our staff members knowledge. Training is flexible and can be highly tailored to individual needs and across different geographical boundaries. The manager’s login and monitoring helps us to track the progress by the individual. The Certification examinations also bring recognition and value to our organization and enhance individual career goals.

- HILARY HOE, APPLICATION SPECIALIST/TEAM LEAD, HEWLETT-PACKARD ASIA PACIFIC PTE. LTD.

REGISTER at idealliance.org/online-training

