

Essentials of BOOK PRODUCTION

Understanding the Book Manufacturing Process

What we'll cover

- **Colour Reproduction**
CMYK vs RGB, image conversion, resolution, and colour management essentials.
- **Printing Processes**
Key print methods (offset, web, digital, inkjet) and when to use them.
- **Pre-Press**
File preparation, checks, proofs, imposition, and plate production.
- **Binding**
Binding types, terminology, and key production stages.
- **Co-edition Printing**
Process overview and its impact on production and costs.
- **Book Specifications**
Creating clear, complete, and accurate print specifications.
- **Covers & Finishes**
Materials and finishes, and how to specify them effectively.
- **Paper**
Paper types, properties, and selection based on content and budget.
- **Shipping & Pricing**
Packing, documentation, Incoterms, and delivery timelines.



The Course

Learn how books are manufactured and gain an understanding of the main issues and terminology used in book production.

Aimed for: for production staff, as well as editors, sales and designers seeking a better understanding of manufacturing.



Meet the Expert

Nancy has 20 years' publishing experience with Penguin Random House, Kingfisher, Quarto Group and Cambridge University Press, where she led global operations. She now works across consultancy, training and tech while serving on advisory boards focused on AI and diversity.



Course Details

▶ **Date TBC**
9:30am – 4:30pm

▶ **£445 ex. VAT.**

▶ **Imago UK Offices,**
Thame, Oxfordshire

▶ **Lunch included**