

# iLEARNING CENTER

## COURSE CATALOG



[PRINTING.ORG/ILEARNING](http://PRINTING.ORG/ILEARNING)

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# WELCOME



## The iLearning Center

The iLearning Center—an included member benefit for all Printing Industries of America printers—gives you the best value for printing industry-focused online courses developed and presented by industry expert instructors. There are free courses for every professional in categories such as print production, sales, marketing, customer service, and Lean manufacturing. iLearning Center premium content includes industry certifications, Power Selling, and more!

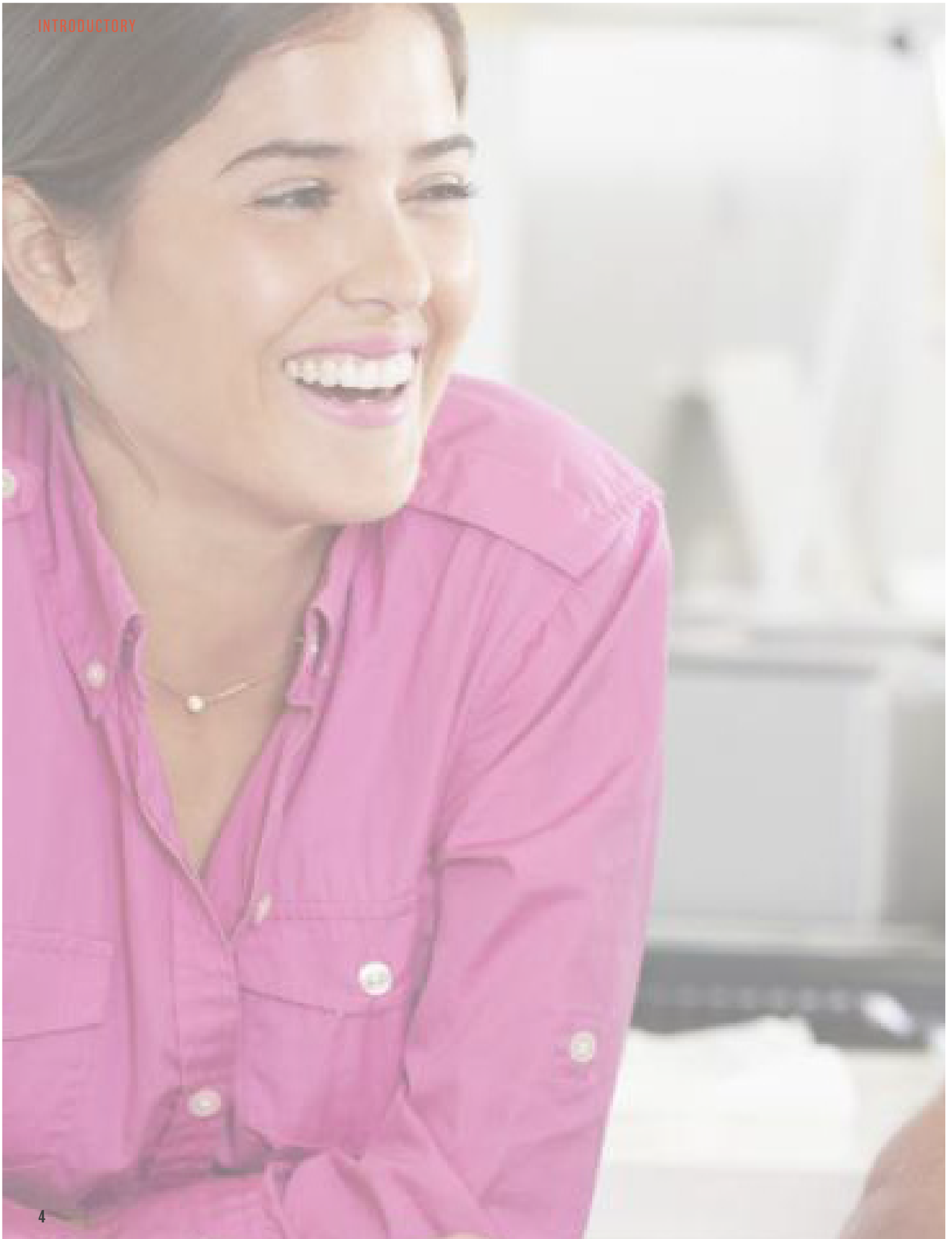
## Pricing

Members: Free to PIA printer members

Supplier members: \$195 per user for one-year access

Student/educator/designer members: \$95 per user for one-year access

Non-members: \$995 per user for one-year access



# COURSE CODE: INTRODUCTORY



## ORIENTATION TO THE GRAPHIC ARTS

### MOST POPULAR!



Orientation to the Graphic Arts is a must-have resource for both newcomers and seasoned professionals in the graphic arts industry. Delve into print production workflow with the perfect blend of detailed presentations, how-to videos, and easy-to-use learning assessments. From start to finish, you'll learn how a printed piece is produced using prepress, pressroom, and bindery equipment.

### You will learn:

- All about print production workflow, from job design through delivery
- Major printing processes including flexography, gravure, and screen printing, with an emphasis on offset lithography and digital printing
- Desktop publishing and job design
- Color theory and reproduction
- VDP and digital printing
- Multicolor press and bindery operations
- All about printing industry terminology and jargon

### Time to complete:

4 hours for the course and knowledge assessments

### Who benefits most from this course:

- Both newcomers and seasoned professionals in the graphic arts industry
- Printing equipment suppliers and vendors
- Administrative staff including administrative assistants, accountants, and human resources personnel
- Customer service representatives
- Sales personnel and account managers
- Marketing and communications personnel
- Graphic designers and art directors
- Print buyers

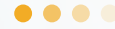


# COURSE CODE: SALES AND MARKETING



## THE BASICS OF PROSPECTING

EXCLUSIVE VALUE!



Do you need more sales? How about new business? If you answered “yes” then this course is for you. Developed specifically for salespeople, Printing Industries of America has partnered with Bill Farquharson (AspireFor.com) to deliver this free-for-printer-members course titled The Basics of Prospecting. 11 short videos will cover topics that are critical to successful sales including where to look for the best leads, knowing what to say in order to gain an appointment, and how to create a solid, successful prospecting program. Mix this course with some effort and get results.

### Time to complete:

1 hour for the course and  
knowledge assessments



## BUILDING A DATA PLAN FOR VARIABLE DATA



Variable data printing brings a high level of value to your clients—campaigns with more impact, increased response rates, targeted mailings, and so much more. But VDP only works if it's done right! Building A Data Plan for Variable Data allows you to recognize the opportunity and set realistic expectations and goals for your customer. Don't forget about the importance of tracking and measuring progress to establish success and validity in your service to the customer.

### Time to complete:

1.5 hours for the course and  
knowledge assessments





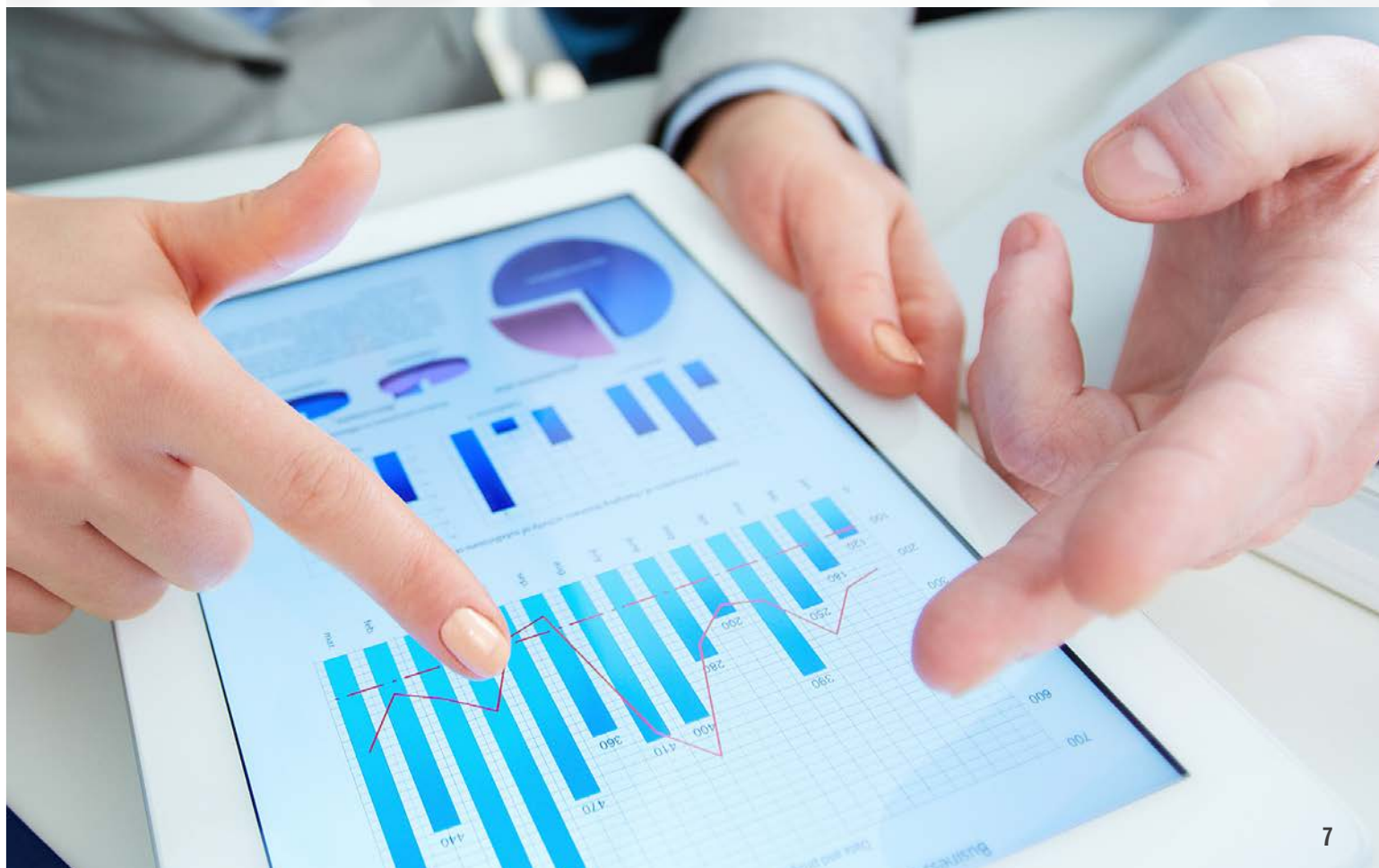
## DATA DEMO: MAKING IT RELEVANT



The value of personalization continues to grow rapidly. Need we say more? What got your readers' attention last year may not work this year. To compete in today's market, you've got to up the ante by creating a plan for how your company will utilize the massive amount of data collected every day. Ultimately, the company that controls the data will win. This course covers strategies on how to effectively acquire, manage, and work with data to make it relevant to your customer.

### Time to complete:

1 hour for the course and  
knowledge assessments



# COURSE CODE: SALES AND MARKETING



## SEO BASICS



Search engine optimization (SEO) and marketing are very tightly integrated. You don't need to be an expert to have a great performing website when it comes to being found via an internet search. SEO Basics will cover everything you need to know to assess, modify, and optimize your website so that you're getting the best possible results when a prospective client searches for your business online!

### Time to complete:

1.5 hours for the course and knowledge assessments



## POWER SELLING



For the top management of a commercial print service provider that wants to increase sales, the Power Selling Program is a turnkey training package combining online classes, printed content, and live coaching sessions that benefit the company through accelerated and effective onboarding of new sales professionals and increasing the results of existing sales staff. This is a comprehensive package, minimizing lost sales time and offering live and tailored coaching and consulting by a printing industry veteran.

### How It Works

Leslie Groene works directly with the attendee to set up the time-frame for his/her participation. Each week, the attendee is expected to attend/watch an hour-long pre-recorded class, take a quiz, and then spend half an hour talking directly with Leslie. In addition, some time is required for a homework assignment related to the prior session, which may take another hour (the time on this depends on the participant).

### What's Included

- Eight online lessons
- Personal 30-minute coaching sessions with Leslie following each completed online lesson
- The Power Selling Study Guide Binder
- Textbook: *Picture Yourself & the Life You Want*, Leslie Groene





## PLANNING YOUR COMPANY'S LINKEDIN PRESENCE



How well do you and your company manage its presence on LinkedIn? Companies are working with social media to promote, market, and capture new prospects. A systematic approach has to change if you are trying to reach a business or a consumer, and luckily you don't have to be a social media guru to achieve it. Planning Your Company's LinkedIn Presence teaches you how to create an action plan to capitalize on the value of social media—specifically LinkedIn—with your customers or your customer's customers.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



**COURSE CODE: SALES AND MARKETING**



# **ADVANCED SALES TRAINING**

Developing Your Digital  
& Inkjet Sales Strategy



## ADVANCED SALES TRAINING



### Developing Your Digital and Inkjet Sales Strategy

Early adopters of digital print learned a painful lesson: You can't just apply the same rules of sales from offset and expect them to work. Successful and profitable sales of digital and production inkjet printing require a solutions-based sale that eludes most print reps. What was once optional—like solving problems and earning orders—is now mandatory.

This course was created by Bill Farquharson and Kelly Mallozzi—both have sold digital and inkjet printing themselves. They know who to call on and what to say. They know where to find the best applications and which job titles to approach in order to find the document's originator.

Bill and Kelly know what the objections are and how to overcome them. All they know has been put into Developing Your Digital and Inkjet Sales Strategy. Not only will they teach you—but they'll guide you—step-by-step and week by week until you find success in digital/inkjet printing sales

### How It Works

The in-depth course options are meant for print salespeople who want the fast track to next-level, high profit sales. The training is delivered through an eLearning course, a companion workbook, and live one-on-one coaching. Three months is the minimum timeline for successful completion of this course.

- Eight eLearning modules with knowledge assessments
- 80-page companion workbook containing valuable intelligence and action steps
- Live, weekly one-on-one coaching sessions with Bill Farquharson and Kelly Mallozzi

### Pricing

\$499/month for three months minimum (billed monthly) for PIA members

\$799/month for three months minimum (billed monthly) for non-members

## ADVANCED SALES TRAINING



### Maximizing Profits Through Verticals

The best and most successful print salespeople know something that you don't. They know how to successfully sell to vertical markets (banks, hospitals, colleges, etc.). They understand that by studying the needs and challenges being faced, they can propose solutions, make sales at more profitable levels, and build annuities of repeat business. It is not enough to ask, "What are your print needs?" and then hope for a chance to quote. To break through and become a sales superstar requires new selling skills, bigger prospects, and a focused approach.

### How It Works

The in-depth course options are meant for print salespeople who want the fast track to next-level, high profit sales. The training is delivered through an eLearning course, a companion workbook, and live one-on-one coaching. Three months is the minimum timeline for successful completion of this course.

This course provides deep background on specific vertical markets, teaches a process for gaining entry and securing appointments, and provides coaching, support, motivation, and accountability. For example:

- Colleges are in crisis due to a diminishing enrollment trend. You could reverse that if you understood their world.
- Banks are opening new markets and need help getting a greater share of customers. You would provide that if you learned how to identify such opportunities.
- Hospitals are made up of individual profit centers. You could make a sale and name your price if you knew more about their challenges.

### What's Included

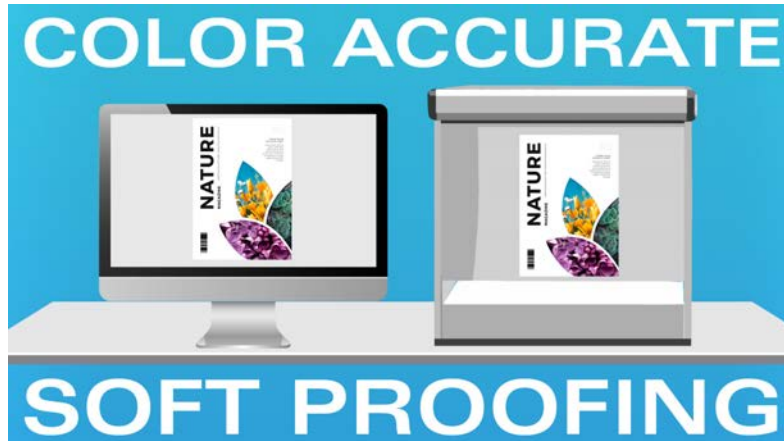
- Eight eLearning modules with knowledge assessments
- 116-page companion workbook containing valuable intelligence and action steps
- Live, weekly one-on-one coaching sessions with Bill Farquharson and Kelly Mallozzi

### Pricing

\$499/month for three months minimum (billed monthly) for PIA members

\$799/month for three months minimum (billed monthly) for non-members

# COURSE CODE: COLOR/COLOR MANAGEMENT



## COLOR ACCURATE SOFT PROOFING

**MOST POPULAR!**



Did you know more creative and color-critical decisions are made on an LCD display than on any other device or media? In order to ensure what you're seeing on your display is as close as possible to what the final printed product will look like, Color Accurate Soft Proofing helps you achieve this and more. This course provides guidance on calibrating and profiling displays for color accurate soft proofing and hands-on exercises.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



## COLOR MANAGEMENT FUNDAMENTALS

**MOST POPULAR COLOR COURSE!**

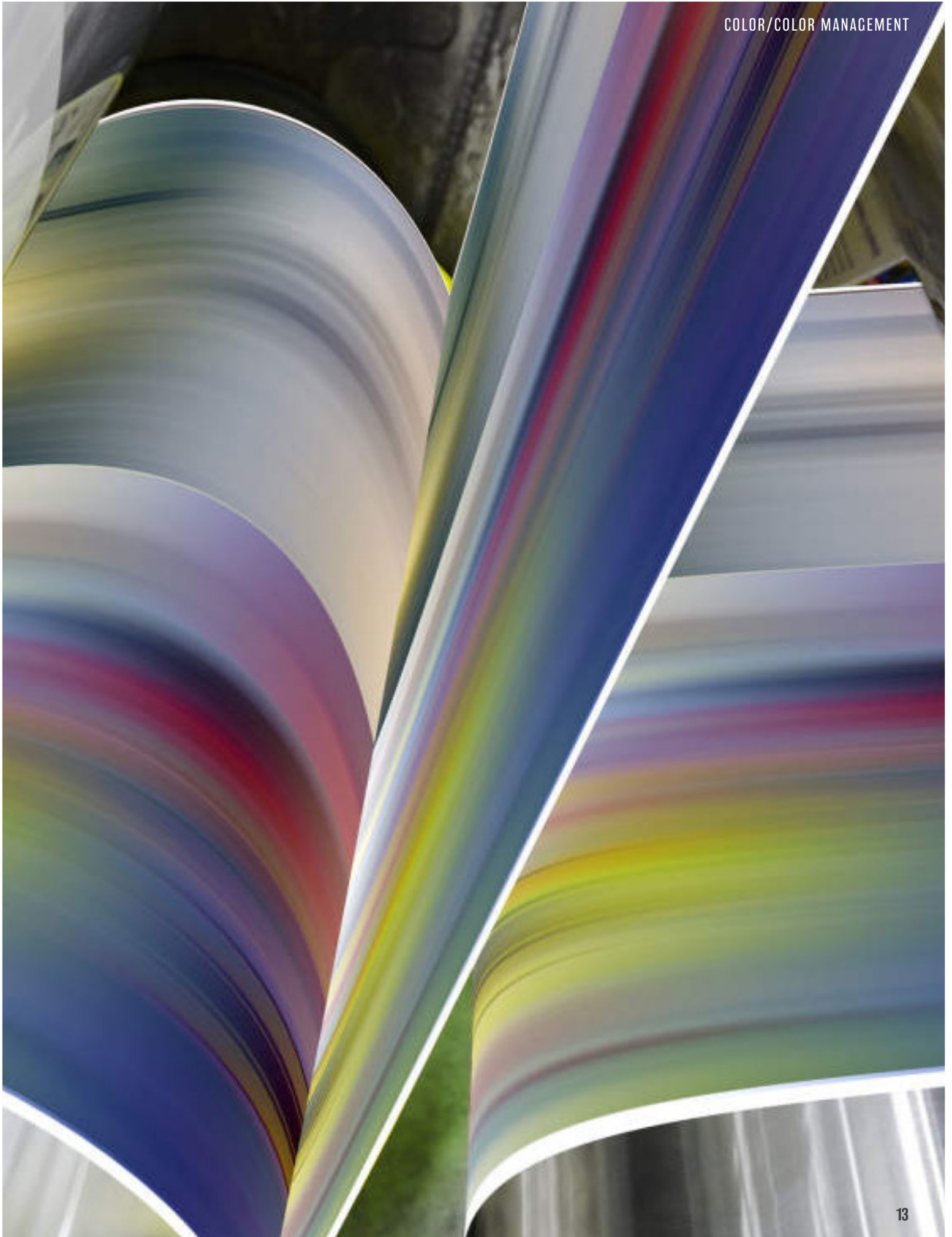


Understanding the basics of color management is the first step for color success! Color management produces reliable, consistent color across multiple devices and allows everyone in the process to see color more accurately. This course will cover the fundamentals of color management, requirements, and how it works—all while giving you a solid foundation of terminology and workflow. Sample job files are also included so you can follow along with hands-on exercises.

### **Time to complete:**

1 hour for the course and  
knowledge assessments







# COURSE CODE: COLOR/COLOR MANAGEMENT



## HOW TO VISUALLY EVALUATE COLOR

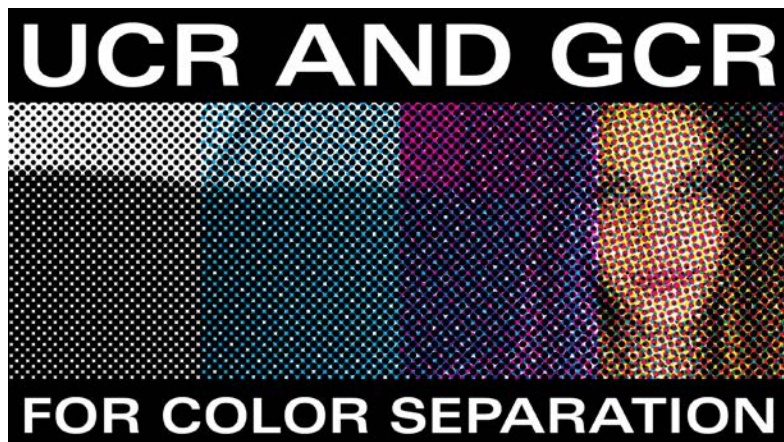
**NEW COURSE!**



No matter what your role is in the print production process, being able to quickly and effectively evaluate color is critical. Whether you're in prepress, in the pressroom, a CSR, or a sales rep, How to Visually Evaluate Color is what you need! You'll learn how to quickly and methodically evaluate color and communicate what you see using proper, precise color terminology—all with the goal of reducing rework and turnaround time.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



## UCR AND GCR FOR COLOR SEPARATION



Under color removal (UCR) and gray component replacement (GCR) are color reproduction considerations for converting images from RGB to CMYK for the printing press. Understanding the concepts of why they are needed, how they influence color in color separation, and the advantages and disadvantages of each are critical to successful color reproduction. Using practical examples and visuals, this course will go under the hood to provide a clear understanding of UCR and GCR techniques for color separation in print production.

### **Time to complete:**

1 hour for the course and  
knowledge assessments





# COURSE CODE: PREPRESS

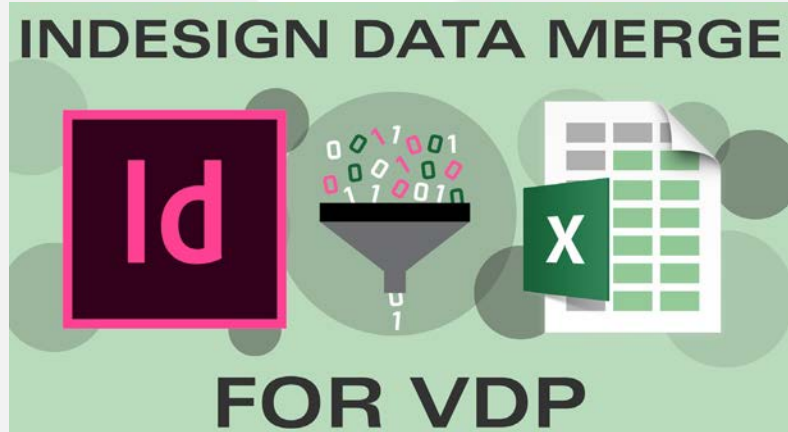


## CREATING PDFS FOR PRINT PRODUCTION POPULAR FOR PREPRESS!

PDF—the cornerstone file format for prepress and print production workflow. There are so many settings to choose from when creating PDFs, how do you know which options to select for your workflow or printing process? Are the Adobe CC “canned” PDF presets good enough? In this course, you will learn all about the various presets and settings, gaining a solid understanding of what each setting is and how it affects PDF creation and output. Sample job files are also included so you can follow along with hands-on exercises.

### Time to complete:

1.5 hours for the course and  
knowledge assessments

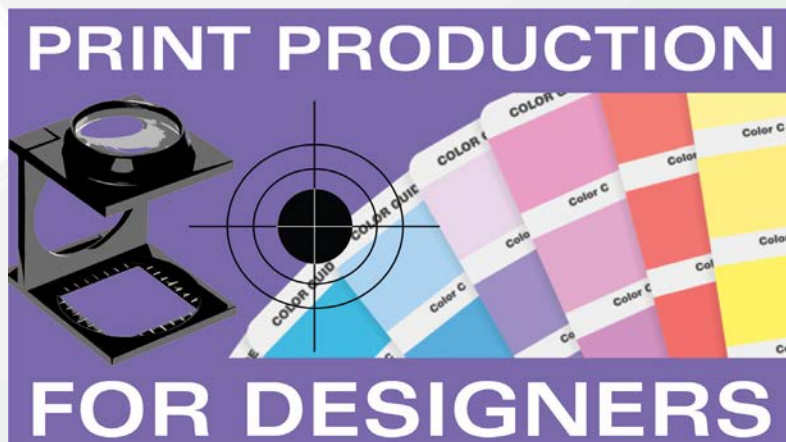


## INDESIGN DATA MERGE FOR VDP

Behold the power of Adobe InDesign’s Data Merge tool. Begin creating impactful, engaging variable data printed jobs by learning from two sample projects and the various levels of variable data printing (VDP), how to properly prepare, sort, and export raw data using Microsoft Excel, merge and update data in InDesign, and export PDFs for digital printing. Finally, learn how to extend InDesign’s VDP capabilities using powerful third-party plug-ins. Sample job files are also included so learners can follow along with hands-on exercises

### Time to complete:

1 hour for the course and  
knowledge assessments



## PRINT PRODUCTION FOR DESIGNERS

Great print design is a combination of visual appeal and technical precision. Print Production for Designers will reveal the lifecycle of a printed job and explore what it takes to design and build files that print, fold, trim, and finish properly. The good news is you don't need to be an expert prepress press operator—you only need to know some core production concepts, software tips and tricks, and what questions to ask your printer. Using real-world, visual examples and hands-on exercise files, take your designs to the next level by considering the most critical aspects of print production as you create your next job

### You will learn:

- Roles and responsibilities
- Types of printing processes and products
- Specifying the project
- Color spaces, communication, and ink selection
- Pixels, dots, and image resolution
- Dealing with fonts
- Photoshop, InDesign, and Acrobat print production tools
- Creating perfect PDFs
- How to collaborate on a press check

### Printers—put this course to work for you!

Improperly designed files are a headache for printers and waste time and money for you and your clients. PIA printer members can use Print Production for Designers to educate clients, designers, and creatives, on how to properly prepare files to build a smooth working relationship from design to finished product. Here's how it works:

1. Visit the PIA store to purchase Print Production for Designers –Client Login (only \$29/client).
2. We'll reach out to you to obtain your client's contact information.
3. We'll register your clients in the course, then provide you with login instructions to share. They have 60 days to complete the course.

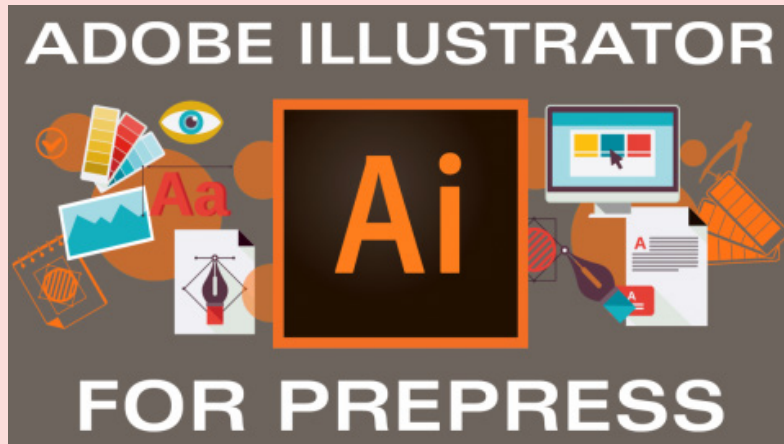
### Time to complete:

2 hours for the course and knowledge assessments

### Who will benefit most:

- CSRs
- Prepress technicians
- Designers, creatives
- Your clients

# COURSE CODE: PREPRESS



## ILLUSTRATOR FOR PREPRESS



In this course, we'll explore Illustrator's tools for analyzing and editing content. As you tackle client files to make corrections, you need to know how Illustrator works. We'll cover Layers, Live Effects, and Artboards. You'll discover Illustrator's built-in tools for refining files, and we'll explore PDF settings. Finally, you'll see some additional resources for online training, tutorials, and troubleshooting.

### Time to complete:

2.5 hours for the course and  
knowledge assessments



## INDESIGN FOR PREPRESS



Learn how InDesign's tools work and how you can use built-in forensic features to uncover hard-to-find problems before they become a disaster on press. Because even though the client file is named "AnnualReport\_Final2.indd," you would be wise to suspect there might be some hidden issues that could cause problems when the job is printed.

### Time to complete:

3 hours for the course and  
knowledge assessments





## LIGHTROOM PART 1: ADOBE LIGHTROOM FUNDAMENTALS FOR PRINTING COMPANIES



In Part 1 of the Adobe Lightroom series, you will learn about Adobe Lightroom's impressive range of digital asset management (DAM) tools that far exceed the Bridge + Photoshop duo's capabilities. Plus, you'll learn about Adobe Lightroom's impressive series of output modules and database single-screen driven interface. Receive a thorough introduction to the entire Adobe Lightroom interface and witness how easy and accessible Adobe Lightroom's modular-based tools are via the single-screen interface.

### Time to complete:

1 hour for the course and knowledge assessments



## LIGHTROOM PART 2: USING ADOBE LIGHTROOM AS YOUR PRIMARY IMAGE PROCESSING TOOL



In Part 2 of the Adobe Lightroom series, you will master Adobe Lightroom's efficient single-screen Develop tools panel to quickly and accurately evaluate and correct images. Seamlessly integrate Adobe Photoshop into your Lightroom-based image editing workflow to advance image editing functions that require Photoshop.

### Time to complete:

1 hour for the course and knowledge assessments

# COURSE CODE: PREPRESS



## **LIGHTROOM PART 3: COLOR CORRECT YOUR CLIENT FILES EFFICIENTLY WITH ADOBE LIGHTROOM**



In Part 3 of the Adobe Lightroom series, you will learn how to easily and quickly evaluate and correct color casts in images using Adobe Lightroom. In this course, we focus on using Lightroom's fast and efficient color image evaluation and correction tools and techniques.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



## **LIGHTROOM PART 4: USING ADOBE LIGHTROOM TO EASILY FEED AND UPDATE YOUR SOCIAL MEDIA AND OTHER WEBSITES**



In Part 4 of the Adobe Lightroom series, learn how easy it is to use Lightroom to add to and/or update images on your social media sites directly from the Lightroom interface. If you happen to have your own customized image display website or communication stream, you will see how to use Lightroom's numerous other export functions to quickly and easily process large print files for use on the web.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



## **LIGHTROOM PART 5: USING ADOBE LIGHTROOM PRESETS TO STREAMLINE YOUR LIGHTROOM WORKFLOW**



In Part 5 of the Adobe Lightroom series, learn how to easily and quickly create and use Lightroom's nearly ubiquitous Preset tools to dramatically improve your workflow consistency and efficiency.

### **Time to complete:**

1 hour for the course and  
knowledge assessments



## **LIGHTROOM PART 6: REDISCOVERING THE LOST ART OF SCANNING**



Part 6 of the Adobe Lightroom series is an introduction to using SilverFast, the undisputed champion of scanning software, to capture and prepare images for printing. Here we focus on using the SilverFast's unique WorkflowPilot to help scanner operators choose and implement a complete and efficient scanning workflow.

### **Time to complete:**

1 hour for the course and  
knowledge assessments

# COURSE CODE: PREPRESS



## PHOTOSHOP FOR PREPRESS



Do you know what to look for when assessing color image problems? What are the best tools to use when adjusting and correcting color images? How do you know if the images will reproduce accurately on press? Adobe Photoshop has dozens of powerful tools that can be used to manipulate color in images. Photoshop for Prepress will provide you with the necessary procedures to quickly assess and color correct images for print production. Sample job files are also included so learners can follow along with hands-on exercises.

### Time to complete:

2.5 hours for the course and knowledge assessments



## PREPARING FILES FOR DIGITAL ENHANCEMENT



Digital enhancement is the digital application of spot colors, spot varnish, dimensional varnish, foil, or other effects to printed material. For years we've known that a consumer's experience is not just visual—it includes other senses, including our sense of touch. In this course, you will learn all about digital enhancement options that cut through the marketing noise and discover how to properly create these files for print. Sample job files are also included so learners can follow along with hands-on exercises.

### Time to complete:

1 hour for the course and knowledge assessments

# SHEETFED OFFSET



# LITHOGRAPHIC PRESS

## SHEETFED OFFSET LITHOGRAPHIC PRESS GREAT FOR NEW PRESS OPERATORS!



We understand the complexity of the sheetfed offset press and that's why we developed a course specifically to gain a basic understanding of the operation of a sheetfed offset lithographic press. You will learn all about each section of the press, the raw materials and chemistry that are used, best practices, and basic troubleshooting tools and techniques. Plus, you'll understand and communicate more effectively on press-related topics, procedures, and pressroom terminology and jargon.

### Time to complete:

3.5 hours for the course and  
knowledge assessments



# COURSE CODE: CERTIFICATIONS

## CUSTOMER SERVICE PROFESSIONAL CERTIFICATION



Do you know that 86% of consumers will pay more for a better customer experience? That's right! Customer experience is a top priority for companies and at Printing Industries of America, we've developed the Customer Service Professional certification program to train and validate the expertise of customer service representatives (CSRs) in a production print environment.

The Customer Service Professional (CSP) certification program will provide vital skills in the areas of professionalism, communication, management of internal and external customers, and job production situations to deliver an outstanding customer service experience.

The certification program consists of an eLearning training course and a timed certification exam. The exam must be passed with a minimum score of 80% to qualify as a Customer Service Professional.

### Pricing

\$295 members

\$495 non-members

Purchasing the online course bundle provides one year of access to the Customer Service Professional eLearning courses in our iLearning Center. You will also receive access for one attempt to pass the certification exam. Instructions for access are included in an email provided after purchase. The bundle includes seven eLearning course modules:

- Roles and Qualities for Customer Service Success
- Customer Service in the Printing Industry
- Print Manufacturing Concepts
- Common Digital File Problems and Solutions
- Communicating Color with the Client
- Dealing with Dissatisfied Clients: Internal and External
- Professional Communication
- One attempt to pass the certification exam



### About the Certification Course and Exam

The exam is delivered online and consists of 90 multiple-choice questions based on a series of customer service topics that include qualities for customer service success, roles in production and print manufacturing concepts, client communication, and dealing with dissatisfied clients. Pass with an 80% score to become a Certified Customer Service Professional.

The best way to prepare for the exam is to take the eLearning course that is included as part of the certification program. The course is broken into modules that allow the information to be digested at a reasonable pace. Sample questions at the end of each module help you prepare for the full exam. Access to the eLearning course will be available for one year.

### Certification Completion

When you obtain your certification, your name will be added to our online registry (you can choose to opt out of this if you wish) and you will receive a digital CSP Certified badge that you may add to your email signature, social media profile, or website. You will also receive a nicely embossed, signed certificate proclaiming that you are a certified Customer Service Professional in Print.

# COURSE CODE: CERTIFICATIONS

## IMPROVEMENT PROFESSIONAL IN PRINT CERTIFICATION



You are committed to practicing continuous improvement. Your daily agenda includes keeping an eye on the company's goals, like improving customer satisfaction, speeding production, and reducing costs. You make a difference by working toward improving processes.

At Printing Industries of America, we believe your dedication should be recognized. The Improvement Professional in Print (IPP) certification program recognizes people like you, who help their companies achieve excellence by using the concepts of Lean manufacturing and other management and quality systems.

### How It Works

To enter the Improvement Professional in Print (IPP) certification program you must have at least two years of experience working for a print services company and be able to describe one specific example of an improvement plan that you have put into action within your organization.

### Seven eLearning course modules

- 5S and Teams, Kevin Cooper and Malcolm Keif
- Introduction to Lean Manufacturing, John Compton
- Makeready Reduction, Kevin Cooper and Malcolm Keif
- Seven Basic Tools for Process Improvement, John Compton
- Standard Work and Total Productive Maintenance, Kevin Cooper and Malcolm Keif
- Understanding Variation, John Compton
- Visual Management and Kanbans, Kevin Cooper and Malcolm Keif

### Pricing

\$425 members  
\$625 non-members



### About the Certification Exam

The online exam consists of 100 multiple-choice questions that vary from topics such as Lean manufacturing, process improvement, and quality management. How do you know if you're ready to take the exam? We've got you covered. You can simply register for the 25-question pre-test! The pre-test contains sample questions that are formatted similarly to and share content with the actual exam questions.

Still not sure? Here's another way to get ready for the test: The Improvement Professional in Print Body of Knowledge (IPP BOK). The IPP BOK includes seven self-paced online classes delivered by industry experts John Compton, Dr. Malcolm Keif, and Dr. Kevin Cooper. Also included are three books, *Lean Printing: Pathway to Success*, *Lean Printing: Cultural Imperatives for Success*, and *Setup Reduction for Printers*.

### Certification Completion

When you receive your certification, your name will be added to our online registry (you can choose to opt out of this if you wish) and you will receive a digital IPP Certified badge that you can add to your email signature, social media profile, or website. You will also be given a nicely embossed, signed certificate stating that you are a certified Improvement Professional in Print.

The full Improvement Professional in Print Bundle contains the complete Body of Knowledge to help you prepare to take the certification test. The Bundle includes:

- One custom portfolio for notes
- Textbook: *Lean Printing: Pathway to Success*, Kevin Cooper, Malcolm G. Keif, Kenneth L. Macro Jr.
- Textbook: *Lean Printing: Cultural Imperatives for Success*, Kevin Cooper
- Textbook: *Setup Reduction for Printers*, Kevin Cooper and Malcolm G. Keif





# ENTERPRISE SOLUTIONS

## TEAM LEARNING

Take the iLearning Center—and your employee training—to the next level with the Team Learning option. This feature is perfect for organizations who would like to manage their staff training, assign courses, and track progress and goals themselves.

### How It Works

A Learning Team is created for a specific organization's staff in which the iLearning Center courses are made available and administered by that organization's assigned team leader (e.g. an HR manager). A team leader can edit or add staff, assign training to their team in the iLearning Center, and monitor their training progress and results.

### Pricing

Member pricing for the Learning Team option is \$995 per team leader, per company location, per year with an unlimited number of staff that can be assigned to the team. *Note: Unlimited staff option is available for printer members only.*

Non-member pricing for the Learning Team option is \$1495 per team leader, per company location, per year plus \$995 per staff learner, per year.



### Get Started with the Team Learning Option

- Pay the annual fee
- Assign a team leader for the organization
- Send us a spreadsheet of all the team learners (staff) who will be using the iLearning Center
- We'll create your team, then schedule 20 minutes of online training for the Team Leader to show how the basic admin functions work, how to add new users to your team, track training progress, and create reports

## CUSTOM TRAINING

Printing Industries of America can develop custom eLearning programs to meet your specific needs and company goals. Our custom eLearning programs can help your company operate profitably and efficiently in every aspect! The key is having staff that is knowledgeable and able to get you there.

Whether it's the latest technology or sales/CSRs that need firm anchoring in terminology and workflows to communicate effectively, we're here to help! We can build eLearning programs on topics such as sales, color management, Lean manufacturing, prepress workflow, digital print production, offset production, industry orientation, workplace harassment training, safety and OSHA, and supervisor training. Custom eLearning portals can be set up specifically for your company, where you can track the learning progress of your team.



Our training specialists and technical experts will work closely with you to identify challenges, needs, and goals. Then, we'll collaborate to define objectives and plan a strategy to deliver a convenient, cost-effective eLearning program that will impact your staff and production, giving them the tools they need for success.



A background image of a color calibration chart, specifically a Munsell Color Services Lab chart, showing a wide range of colors from yellow to blue in a grid pattern.

*Advancing Graphic Communications*



**PRINTING  
INDUSTRIES  
OF AMERICA**

[PRINTING.ORG/ILEARNING](http://PRINTING.ORG/ILEARNING)