GOA 2014

GOA = Graphics of America 2014

Seminars in English

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- **Digital Printing**
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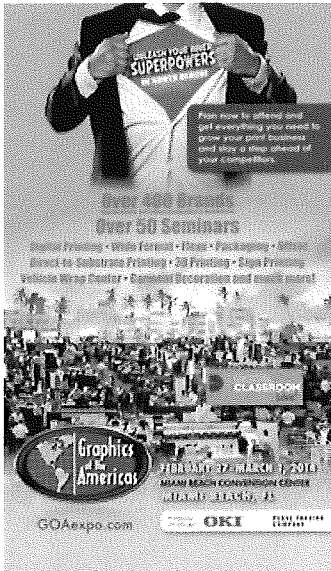(If you register by 1/31/14. $85 each After 1/31/14)

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SPEAKERS

Lloyd P. DeJidas, Jr.
Director of Graphic Services and Facilities Group,
Printing Industries of America (PIA)

Lloyd DeJidas supervises internal and external
printing and support services for research, material
testing, training, marketing, and technical
information at PIA. He also manages product
manufacturing including assembly and inventory;
oversees pressroom and bindery, equipment; and,
is responsible facility maintenance, the mailroom,

and warehouse services.

A 47-year industry veteran, he often serves as a workshop instructor in various technical education programs such as the "Extreme Offset Workshop" "Orientation to Graphic Arts" and numerous other printing process programs PIA provides.

While at PIA, he has guided publishing efforts through major changes in lithographic technology and process control and contributed to implementation of sheetfed and heatset printing processes, desktop and digital production, and on-demand printing.

He has also co-written PIA technical textbooks including Solving Sheetfed Offset Press Problems and Sheetfed Offset Press Operating. He has written three Technical Services Reports and two SecondSight reports.

Seminars:

Prepress & Production Track

2. Total Production Maintenance for Sheetfed Presses
Lloyd DeJidas
Thursday, February 27 • 10:30–11:45

In this session, attendees learn the effective tools and techniques necessary for controlling print components, optimizing offset presses performance, and how to confirm that presses are printing at a consistent, ideal state.

Find out how to identify and evaluate press problems that cause unexpected press downtime, and how to communicate more effectively by looking at press problems from an objective — not subjective — standpoint.

This session is for: Press room supervisors and press operators

23. Color Management for Offset & Digital
Dave Dezzutti
Friday, February 28 • 10:30-11:45

Every digital printing device has its own, unique color toner formulation. Regardless of the digital press, none of these resemble the characteristics of a conventional printing ink. The challenge is to ensure that each customer's color matches, as accurately as possible, across different printing technologies.

Learn about industry standards and specifications for offset and digital printing, how to define a print condition and the technique to achieve it, and advancements in color management automation. Discover what's possible, what's not, and how to achieve the most accurate color on offset and digital presses.

This session is for: Production managers, operations managers, quality assurance managers, digital printing technicians/operators, others interested in improving their processes

28. Troubleshooting for Sheetfed Presses
Lloyd DeJidas
Friday, February 28 • 12:30–1:45

Learn about the tools and techniques necessary for troubleshooting, controlling print components, and optimizing offset presses' performance in this session.

Attendees will find out about fountain solution and dampening system control, rollers settings and cylinder pressure techniques, and using the right instruments and skills to

David L. Dezzutti
Technology and Research Analyst,
Printing Industries of America (PIA)

David Dezzutti has had a stellar career with PIA since 1998, contributing in various departments of the organization. His most recent position as a consultant for the Center for Technology and Research began in 2011. This role takes advantage of his prepress expertise help printers throughout North America by analyzing their prepress/printing capabilities and making appropriate recommendations to streamline workflow and achieve color management standards. Dezzutti is a G7® Certified Expert, but also versed in other color methodologies, such as IS0.

Dezzutti brings years of practical experience to his consulting assignments. His production responsibilities included preflighting, ensuring a smooth workflow between prepress and press, and analyzing workflow problems. His proficiency with many software applications and his ability to operate several different digital workflow systems allows him to effectively evaluate which system will work the best for a company. He operated and maintained Agfa's Apogee, Kodak's Prinergy, and Heidelberg's Prinect PDF front-end workflow systems. In addition, he operated the Kodak Trendsetter/Spectrum, and Presstek Dimension CTP systems. He has similar hands-on familiarity with several digital proofing devices. During his tenure in prepress production, Dezzutti was also responsible for overseeing PIA's print-on-demand pressroom.

rapidly diagnose the underlying causes of typical pressroom problems.

This session is for: Press operators or technicians that deal with troubleshooting pressroom problems.

Digital Printing Track

3. Achieving Optimal Color on Toner-Based Digital Presses
Kirk Szymanski, Ricoh
Thursday, February 27 • 10:30–11:45

My print output does not match the source or original or proof. Why? What do I do? Learn about workflow and system preparation for optimal color printing on digital, toner-based presses. Solutions to common problems, as seen by owners and operators of digital, toner-based presses, include:

- Color space selection
- Monitor calibration and characterization
- Print engine preparation
- Color aspects of job setup
- Limitations of the toner-based profile creation and usage process
- GCR
- Color matching and validation
- System calibration

13. Digital & Offset Printing Standards Demystified
Dave Dezzutti
Thursday, February 27 • 2:00–3:15

Dave Dezzutti, G7® certified expert, discusses color management approaches that are used in digital and offset lithographic printing, and what could be on the horizon that will change how things are done today. Each approach will be discussed based on current industry standards and specifications and guidelines, including ISO 12647, GRACoL/SWOP, and G7 methodology.

This session is for: Production managers, prepress technicians, quality assurance managers, anyone involved with color output

18. Digital Print Design: 20 Top Tips & Tricks
Joseph Marin
Friday, February 28 • 9:00–10:15

Digital printing presents some unique challenges when it comes to design. With your help, digital projects can be smart, creative and great looking! Learn about the software tools and best practices for dealing with color, transparency, PDF creation, variable data and more. This session aims to inspire, inform, and help attendees create the best output-ready files that any printer would love.

Attendees will learn:
- Dynamic digital printing: What are the business opportunities?
- No-nonsense tips for handling and correcting color images for digital printing
- Using transparency in a document: Rules to follow and live versus flattened
- Fonts: Organizing, corruption, and when not to use them
- Critical issues to consider when designing for digital printing
- How to create PDF files that are digital press-ready
- Diagnostic and repair tools you must use in Adobe CS
- Mailing considerations and limitations when designing for digital

This session is for: Designers and creatives, print buyers, prepress professionals, anyone who works with files destined for print

Sales & Marketing Track

8. Marketing (Not Sales!) for Smaller Printers
Dennis Mason
Thursday, February 27 • 12:30–1:45

Every printer needs sales -- and marketing, too! Learn the differences between sales and

Leslie Groene
President, Groene Consulting

Leslie Groene is one of the coaching superstars in the world of corporate sales as well as a business and motivation speaker. In person, she is dynamic and engaging. Her sales seminars are continually sold out and have produced impressive results in a variety of corporate settings. Leslie's roots are in the printing industry in Southern California. She helps her clients focus on revenue generation and profit growth. She authored the business strategy book "Picture Yourself & the Life You Want" and is a nationally-renowned motivational speaker.

She paid her dues the old-fashioned way. She became a sales associate with Zellerbach Paper in Los Angeles following her graduation from college. After five productive years, she joined Penn Litho in a similar capacity. Next, she joined George Rice & Sons where she earned "Rookie of the Year" honors and became one of the company's leading producers.

In 1995, Groene made the transition to sales management and in two short years, sales increased 50 percent and Groene decided she was ready to establish Groene Consulting. Since its formation, Groene Consulting has established a "track record" of success in the competitive printing industry in Southern California. Groene Consulting now presents to leading Fortune 500 companies such as KPMG, Deloitte Consulting, MeadWestvaco, Guest Supply (a SYSCO company), Coldwell Banker and other major companies across the country in many different industries such as manufacturing, professional services, distribution and real estate. She has been featured nationally on various TV and radio shows.
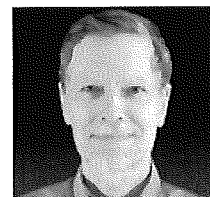
Nicholas Hellmuth
Expert in Wide Format Digital Printing Technology

Dr. Nicholas M. Hellmuth is the preeminent expert in Wide Format Digital printing technology. He lives and owns businesses in Guatemala City, Mexico and St. Louis, Mo. Hellmuth was educated at Harvard and Brown universities and holds a doctorate from the Karl Franzens University in Graz, Austria.

He is the founder and president of the Foundation for Latin American Anthropological research (FLAAR) and has been involved in numerous ethnological and anthropological research projects especially about the Mayan culture. He founded a program to digitize the photo archive of pre-

marketing and how the two are complementary. Attendees will hear about inexpensive ideas on how to promote their capabilities and grow sales.

This practical session will help smaller printers think about how to develop new business. The techniques discussed, including the latest social media, can be executed by the owner, or by an employee recruited from the retail or service sector.

This session is for:
Owners, general managers, production managers, sales supervisors, marketing personnel

14. The Keys to Consultative Selling
Leslie Groene
Thursday, February 27 • 2:00–3:15

Many sales professionals claim to be a "consultant", or say that they "sell consultatively"; but is it really true? Customers don't just expect this expertise – they now demand it. And, customers are doing a lot more buying before there is an opportunity to sell, as they are 57% through with the buying process before they seek engagement with suppliers. How do you measure up when it comes to being truly consultative? Attend this session to learn about the keys to consultative selling.

24. Escaping the Price-Driven Sale
Leslie Groene
Friday, February 28 • 10:30–11:45

When offering customers and prospects new ideas and solutions, 'value', rather than 'cost' should be the focal point. Presenting products and a company's resume as the centerpiece of the value proposition is important, and we must differentiate ourselves with ROI, not cost.

In this session, the concept of "Total Cost of Ownership" will help attendees present solutions in a new way, and understand that the better the relationship, the less important price becomes.

31. How To Win in the Competitive Pricing Game
Stuart Margolis
Friday, February 28 • 2:00–3:15

What are innovative competitors doing to grow profit and increase market share at the same time? Does it seem impossible?

Join a lively discussion that will cover:
• How to win against competitors.
• Strategies to optimize estimates and actual amounts charged
• Strategies to analyze customer base using whale charts and other metrics

Management Track

9. Helping Your Customers Target Their Customers
John Leininger
Thursday, February 27 • 12:30–1:45

Predictive analysis is a process to help a customer determine which of their customers are most likely to purchase their products this month, next month or next year. This can be done internally, or from a list company, if you know what to ask for and how to market the service. As sales increase, many consider bringing the process in house for more revenue.

In this session, attendees will learn what can be done in-house and what to look for with outside services. Understand the customer's purchasing pattern to predict the right time to market to them in a direct mail or cross media campaign, and learn about ways to bring talent inside the company.

This session is for: Designers, creatives, sales, database managers, customer service, production manager

Colombian art photographed by FLAAR. This led to reviewing high-end scanning and large format printing hardware and RIP software including creating the FLAAR websites read by over a million people a year.

David King
President, MarketKING

David King is "Commander of Results" at MarketKING, a firm that specializes in taking sign shops and digital printing companies to their maximum potential. King is an 18-year veteran in the large format digital printing industry and has been writing and speaking in our industry for over 10 years. He is a very entertaining speaker, he takes the most difficult aspects of the digital printing industry and reduces them to the simples level. His courses are informative, from pricing the print all the way to finishing and wrapping, no question is left unanswered and no student is left behind! A speaker that is a must for all people wanting more from their company! To learn more about King, go to www.TheMarketKING.com.

John Leininger
Professor, Graphic Communications Department, Clemson University

John Leininger has been teaching at Clemson since 1986 and has taught courses in lithography, flexography, digital printing, inks and substrates as well as the department's management class dealing with estimating, planning, equipment purchasing, cost analysis, and plant layout. He makes a point to travel out into the industry for plant visits, to attend conferences and present technical training around the country.

In 2008, he was presented the EDSF Educational Award of Excellence for Innovation in Continuing Education for the traveling Hands-on VDP Training Consortium.

Leininger tries to develop his training and presentations in keeping with the Department of Graphic Communication's Mission Statement: To develop dedicated, practical problem solving people for the printing, publishing, imaging, packaging and allied industries; drives his presentation strategy.

19. ROI is Your Tool to Show the Value You Offer –
But it is More than Telling Them the Response Rate!
John Leininger
Friday, February 28 • 9:00–10:15

Attend this workshop to find out how to track the ROI of direct mail efforts through statistically sound methods that demonstrate accountability, amplify the ad spend, and measure impact to an overall marketing campaign.

This session will cover 10 different ROI analysis options to report to the customer and discuss the sample sizes needed to analyze the potential results of various campaign formats.

Learn which tools and strategies best prove the value you bring to the table, and find out the basics of working with control and experimental groups to research the best solution to understand how to report it to the customer in a statistically sound analysis.

This session is for: Designers, creatives, sales, database managers, customer service, production managers

29. Print Unleashed!
New Media Methods for Crossing Communication Channels
Joseph Marin
Friday, February 28 • 12:30–1:45

Looking to extend business opportunities to a customer base beyond ink-on-paper? What opportunities are available that combine print with engaging, interactive media? How can you leverage these technologies to track the success of a print campaign and provide valuable feedback to your customers?

In this session, attendees will learn:
• Where the trends are in Internet and mobile technologies and how they can be leveraged with print
• What kind of information can be embedded in a QR code and how to track response rates
• What is augmented reality and how it works—in simple terms!
• Why print is a powerful link to smartphones and how mobile website design can be added as a business offering
• Why marketers will love these technologies, how you should be selling them, and to whom you should be selling them

This session is for: Owners, prepress managers and technicians, designers and creatives, sales managers, marketers

36. Calculating & Using Budgeted Hourly Rates
Stuart Margolis
Saturday, March 1 • 9:00–10:15

Printers need to know what their profit center costs are, yet so few prepare Hourly Cost Rates on a regular basis. Estimating with incorrect cost rates will cost a company dearly in the long run. New technology impacts rates, so it is important to gain full understanding of how and why.

This session will cover the latest information on setting Budgeted Hourly Cost Rates. Attendees will see costs, from direct labor to interest costs, assigned and allocated to cost/profit centers in a model graphics arts company.

Also being demonstrated is the importance of taking the calculation of all-inclusive Budgeted Hourly Cost Rates one step further. Gain an in-depth understanding of how to prepare a cost recovery sheet of all chargeable operations, and the ultimate tool of any top manager: the "Big Estimate."

Wide Format Track

4. Pricing the Large Format Print Job
David King
Thursday, February 27 • 10:30–11:45

The difference between success and failure in business is your bottom line. This course

Stuart W. Margolis, CPA, MT
Margolis Partners, LLC

Stuart Margolis is a preeminent financial expert in the allied graphic arts. Most notably, he is recognized for profit optimization that enables companies to grow through increased sales, capacity expansion, acquisition, and cost optimization. Methodologies developed in his books: A Printer's Chart of Accounts and A Printer's Guide to Profits 1-2-3: The Key to Value-Added Financial Management are implemented by thousands of printing companies nationwide. Stuart compiles the annual Printing Industries of America Financial Ratio Reports which are utilized as the industry's premier benchmarking tool.

As a dedicated speaker and author, he is featured throughout the industry at corporate, association and educational events and widely published in print industry business and professional journals. A Certified Public Accountant, Stuart holds a Bachelors Degree from the University of Pennsylvania Wharton School of Business in Economics and Accounting and a Masters Degree in Taxation from Villanova University.

He is an active member and consultant for Printing Industries of America, the National Association for Print Leadership (NAPL), regional print associations, as well as the Pennsylvania and American Institutes of Certified Public Accountants (AICPA and PICPA).
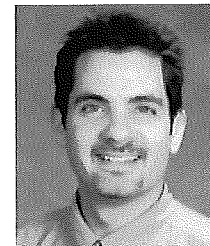
Joe Marin
Senior Analyst, Digital Technologies

Joe Marin specializes in up-and-coming digital technologies in print production workflow and leads several Printing Industries training programs, including Orientation to the Graphic Arts. He also contributes to other training programs such as Sheetfed Offset Press Operating and Web Offset Press Operating. In addition to conducting seminars, Marin also performs technical consultations for commercial and in-plant printers. Prince is author of the Prepress Skills Training Curriculum, Process Control Primer, and co-author of The PDF Print Production Guide.

provides the complete pricing system for COST, SELL and VOLUME orders. Costing methods for all materials and equipment, how to cost jobs, and what should be expected for waste and overhead, will all be covered.

The presenter will also review the sell, how the sell price is determined, and how to price both small and large jobs. Learn how commissions and sales plans are determined to ensure that sales growth is calculated and tracked.

15. How To Make Money with Large Format Graphics
David King
Thursday, February 27 • 2:00–3:15

The difference between success and failure in business is your bottom line. This course will cover the complete system for COST, SELL and VOLUME orders. Hear about the fastest and most productive ways to make large format graphics, as well as the best ways to find new clients, who to call on to get in the door, and the necessary tools to sell face to face.

32. Expanded Revenue: Printing on Innovative Materials
Nicolas Hellmuth
Friday, February 28 • 2:00–3:15

Printers can now print on media and substrates far more exciting than "paper" or "inkjet media." This presentation will showcase fascinating, diverse materials.

Part One of the session will feature innovative materials for roll-to-roll (eco-solvent, water-based, latex). Part Two will feature innovative thick and rigid materials, both solid and honeycomb. Find out how to earn more profit by offering innovative materials that no one else offers.

Digital Classroom Live 2014

Opening Session –
1. Adobe Creative Cloud: New Features and Productivity Enhancers
Jennifer Smith and Chad Chelius
Thursday, February 27 • 9:00–10:15

Discover what's new in the powerful Adobe Creative Cloud. Adobe has updated the Creative Suite to the Creative Cloud, which includes updated versions of Photoshop, InDesign, and Illustrator – along with a host of new productivity and workflow tools.

Find out ways to improve your design and publishing workflow, how to collaborate more easily with teams and clients, and how the new combination of tools and the cloud can help users work more efficiently and creatively.

Design & Creative Track

5. Fundamentals of Great Design
John Landis
Thursday, February 27 • 10:30–11:45

This creative, idea-generating session includes a visual presentation of attention-grabbing and aesthetically pleasing design, as well as ways to come up with those all-important concepts that separate the ho-hum from the extraordinary. This session is critical for all creative and marketing professionals who are involved in print or web design.
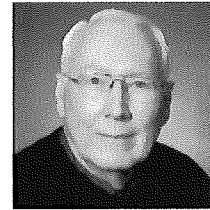
10. Designer's Power Hour
Greg Heald
Thursday, February 27 • 12:30–1:45

Learn the secrets for combining images quickly using gradient masks and blend modes. Get up to speed with Adobe CS6's new capabilities and powerful features that extend your creative power and allow users to work more freely and efficiently.

16. Illustrator CC: New Features, Tips, and Tricks

Dennis Mason
Mason Consulting

Dennis Mason is a management and marketing consultant, international speaker, and writer focused on the printing industry. He has long advised printers, their trade associations, and their suppliers about how to introduce new products and increase sales. He has worked with companies of all sizes, but specializes in smaller companies. His columns are published regularly in American Printer and Graphic Communications World. Dennis has a degree in electrical engineering and a graduate degree in business.
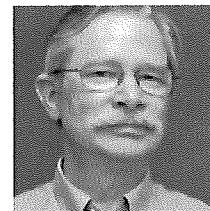
Kirk Szymanski
Director, Production Color, Ricoh

Kirk joined IKON in 2004, which was acquired by Ricoh in 2008. At Ricoh, he is the resident color and imaging engineer in Product Marketing, supporting field sales and customer usage of color digital printing products. He works both internally and with customers on methodologies to optimize color and image quality of Ricoh production printing products. Prior to 2004, Kirk worked at several companies as a product development engineer and manager, including 12 years at Xerox developing mid-range and production digital printing products. Kirk has a degree in Computer Science from the University of Michigan in 1974.

 American Graphics Institute

Christopher Smith
Author, President, American Graphics Institute

Christopher cofounded American Graphics Institute in 1994 after leaving Quark, Inc. Christopher recognized that publishers, designers, and communications professionals needed assistance in adopting and adapting to rapidly changing technology. He quickly grew AGI to become the leading technology training and consulting resource for nearly every major advertising, media, publishing, and marketing firm in North America,

Greg Heald
Thursday, February 27 • 2:00–3:15

Learn about the newest capabilities and enhanced features of Adobe Illustrator CC, from
the more prominent changes -- such as type improvements and the ability to place
multiple files -- to the subtle improvements in the workspace that allow users to produce
more professional illustrations for print, web and interactive. Discover the benefits of
Adobe Illustrator CC to start taking advantage of these new capabilities right away.

20. Illustrator Print Production Tips & Tricks
Chad Chelius
Friday, February 28 • 9:00–10:15

Discover ways to prepare, check, and edit Adobe Illustrator artwork for use in print. This
session will cover how to work with process and spot colors, as well the best methods to
integrate Illustrator with Photoshop and InDesign. Whether creating small die-cuts or
large wide-format designs, attendees will benefit from practical guidance on how to
effectively prepare and print artwork using Adobe Illustrator.

25. Adding Photorealistic Effects to Your Illustrations
Chad Chelius
Friday, February 28 • 10:30–11:45

Discover how to use the power of Adobe Illustrator to create photorealistic effects in
illustrations. Learn about controls over strokes of lines and the fills of objects, and explore
the use of the vector-based gradients, blending, and mesh tools. Find out how to use
these controls together to add realistic effects and tones to Adobe Illustrator artwork.

30. Creating Beautiful Text & Type
John Landis & Jennifer Smith
Friday, February 28 • 12:30–1:45

Gain new understanding and appreciation of typographic letterforms in this session.
Discover how cultural shifts and technology are impacting how type has evolved and
understood. Learn about best practices when choosing typefaces, alignment styles, font
mixing, body copy; and examples of how text impacts design, usability and readability.

This session is suitable for both design professionals and those who have no formal
design training but are seeking to understand best practices for the use of type across a
variety of formats.

33. Graphic Secrets for Graphic Pros
Greg Heald
Friday, February 28 • 2:00–3:15

In this session, attendees will glean time saving tips for creating tough selections in
Photoshop, drawing and transforming objects in Illustrator, and managing text and
images in InDesign. Also learn about the four secrets of great design that make layouts
look the very best.

37. Getting Creative with Illustrator & Photoshop
Greg Heald
Saturday, March 1 • 9:00–11:45 (Double Session)

Build artwork and use features, such as symbols and smart objects, to create reusable
artwork. Find out how to create once, to use over and over again.

In this session, learn how to work with symbols, smart objects, styles and more. Create
interesting type effects in Photoshop and Illustrator by discovering how to master features
such as effects, strokes, outlines and more.

Photoshop Track

6. Photoshop CC: New Features, Tips & Tricks
Jennifer Smith
Thursday, February 27 • 10:30–11:45

with clients in Australia, Asia, and Europe.
Christopher has authored or coauthored more than
one dozen books relating to electronic publishing
technology, including the Adobe Creative Suite for
Dummies and created the Digital Classroom series
of books that have become standard curriculum in
universities teaching print, web, and interactive
publishing software.

Jennifer Smith
Author, Vice President, American Graphics Institute

Jennifer Smith is a noted web and graphics
technology expert. She is the author of more than
one dozen books on digital imaging and Web
publishing, including her recently published
Photoshop CC Digital Classroom, and the Adobe
Creative Suite CC Design Premium for Dummies.
She has done extensive work for corporations such
as Adobe Systems and Microsoft, and last year
traveled more than 100,000 miles visiting clients in
Europe, Asia, Africa, and all around the United
States. Jennifer also works extensively on UX
Design and the creation of interactive applications
and sites, and is co-founder of AGI Training. Visit
JenniferSmith.com or follow Jennifer on Twitter
@jsmithers to learn more.
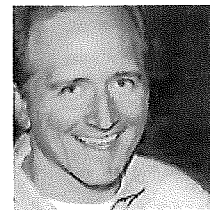
Chad Chelius
Instructor, Author, Consultant for American Graphics
Insititute

Chad is an Adobe Certified Instructor and has a
formal education in publishing technology. He has
the trial-by-fire production experience
that makes him a valuable contributor to every
project on which he works. He's served as the lead
consultant for major InDesign migrations and Adobe
software implementations for clients such as Rodale
Press (publishers of Bicycling, Prevention
Magazine, Runner's World, and multiple other
magazine titles), the National Geographic Society,
Capital One, and many others. He's skilled in all
aspects of print and web production, and working
with automation and XML. Chad is also the author
of the Mac OS X Digital Classroom, and has
contributed to other Digital Classroom books on
InDesign, Photoshop, Illustrator and others.
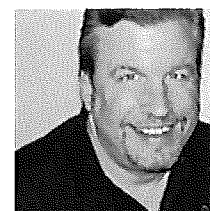
Discover the newest features of Photoshop CC – the latest version of Photoshop - that will increase productivity and expand creativity. Find out how to take advantage of new filters and live shape tools. Also learn about workflow tips and tricks that will create better images, while working more efficiently.

11. Mastering Color Correction
Jennifer Smith
Thursday, February 27 • 12:30–1:45

In this session, discover and learn how to use tools like curves, adjustment layers, and the info panel. Find out how to make healthy skin tones, create balanced images, and create professional grade color using a few simple steps. This session will teach attendees how to make images look incredible using simple techniques.

17. Creating Vector Artwork Using Illustrator & Photoshop
Chad Chelius
Thursday, February 27 • 2:00–3:15

Discover how to use the Pen tool like a pro to create better graphics, faster and easier. Gain the skills needed to create reliable selections, masks, shapes and custom designs. Discover both basic and advanced techniques for using vector tools in Photoshop and Illustrator; skills easily translated into other creative tools, including Flash and InDesign.

21. Photoshop Retouching
Jennifer Smith
Friday, February 28 • 9:00–10:15

Learn how to retouch images like a pro with tips and tricks for retouching, from Photoshop expert and author, Jennifer Smith. Find out how to integrate selections, masks, and new content-aware tools to create flawless, realistic corrections for images. Techniques covered in this session will help attendees make every retouched image pixel-perfect.

26. Photoshop Print Production Tips & Tricks
Jennifer Smith
Friday, February 28 • 10:30–11:45

If you use Adobe Photoshop for print production, this session is for you. Find out how to create custom color settings for your press, and then apply those settings to produce accurate color. Discover how to create precise masks and how to correct images using curve controls. Whether creating wide-format images, bus wraps, or much smaller images for brochures and magazines, attendees will learn practical advice to quickly and easily make certain images look their best when printed.

30. Creating Beautiful Text and Type
John Landis & Jennifer Smith
Friday, February 28 • 12:30–1:45

Gain new understanding and appreciation of typographic letterforms in this session. Discover how cultural shifts and technology are impacting how type has evolved and understood. Learn about best practices when choosing typefaces, alignment styles, font mixing, body copy; and examples of how text impacts design, usability and readability.

This session is suitable for both design professionals and those who have no formal design training but are seeking to understand best practices for the use of type across a variety of formats.

34. Photoshop Automation: Speeding Up your Photoshop Workflow
Jennifer Smith
Friday, February 28 • 2:00–3:15

Discover how to speed-up common tasks through the use of automation tools and techniques within Photoshop. Learn how Photoshop can automatically apply common corrections, convert file formats, and even resize images. Find out how to save time and effort with easy-to-understand instructions that can immediately be put to use.

Greg Heald
Training Manager, American Graphics Institute

Greg Heald has more than 20 years of practical design and production experience in both Web and Print environments. He has served as a contributing author or editor on a number of books, including the recently-published Illustrator CC Digital Classroom, Real World Adobe Acrobat, and several in the Classroom in a Book series for Adobe Press.

Greg is an Adobe Certified Expert in Photoshop, and has contributed to the development of Adobe's certification exams. With more than a decade of experience as a professional software instructor, he has provided in-depth training for such prominent clients as Verizon, L.L. Bean, and Reebok. Greg holds a degree in Advertising Design from the acclaimed College of Visual and Performing Arts at Syracuse University.
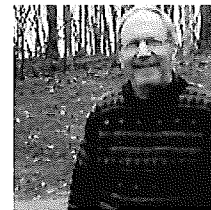
John Landis
Professor Emeritus, Pennsylvania State System of Higher Education

John Landis taught for one of the Pennsylvania State Universities, in the Communication Design Department, for 33 years. Prior to his teaching appointment, John was Art Director of a Wilmington, Delaware, design office with clients E. I. DuPont deNemours, Armstrong World Industries, Atlantic Aviation, and others.

During his teaching career, he freelance designed for various clients including designing six cookbooks for health and ecology publisher Rodale, Inc., Emmaus, PA. At Kutztown University, he began the Communication Design Internship program; founded, edited, and designed the alumni newsletter; and founded and regularly taught the Campus Graphics course. He has had his design work accepted in numerous exhibitions and publications and has received recognition for teaching quality on a state and national level.

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InDesign & Publishing track

7. InDesign Advanced Techniques
Chad Chelius
Thursday, February 27 • 10:30–11:45

Calling all InDesign users! Discover time saving tips and techniques to get the most out of InDesign. Discover ways to automatically and efficiently apply formatting, use complex design effects, and publishing options to efficiently create perfect documents. Questions during this session will be answered by the InDesign experts.

12. Digital Publishing with InDesign
Chad Chelius
Thursday, February 27 • 12:30–1:45

Discover how to use InDesign for creating and sharing content digitally. Find out how to take your InDesign content and deliver it to tablets, digital books, and online. Learn about various output formats that can be reached using InDesign, and discover the steps that can be taken in the production process to simplify the transition of content from print to digital.

22. Creating Rich PDF Portfolios & Documents
Chad Chelius
Friday, February 28 • 9:00–10:15

In this session, discover how to create electronic brochures, magazines, and portfolios that integrate animations, movies, and sound. Discover how to include navigational buttons, hyperlinks, and options to create compelling digital PDF documents. Find out how to create interactive rich media PDF eBooks and eBrochures that engage the user with video and interactivity along with interactive forms, and multimedia.

In this session, attendees will gain understanding of interactive design techniques, and the tools used to create interactive PDF documents.

27. InDesign for Print, Web & iPad: Real World Production Workflows
Chad Chelius
Friday, February 28 • 10:30–11:45

Learn all about production workflows and how to efficiently create content that can be distributed across multiple formats. Here, methods on how to effectively create content to distribute in print, online, and on tablets will be discussed.

Find out how to use InDesign as the foundation for creating and distributing print and digital publications, and hear about the ways which workflows can be adapted to publish in print, and on virtually any device using InDesign.

30. Creating Beautiful Text & Type
John Landis & Jennifer Smith
Friday, February 28 • 12:30–1:45

Gain new understanding and appreciation of typographic letterforms in this session. Discover how cultural shifts and technology are impacting how type has evolved and understood. Learn about best practices when choosing typefaces, alignment styles, font mixing, body copy; and examples of how text impacts design, usability and readability.

This session is suitable for both design professionals and those who have no formal design training but are seeking to understand best practices for the use of type across a variety of formats.

35. InDesign Print Production Tips & Tricks
Chad Chelius
Friday, February 28 • 2:00–3:15

If you use InDesign and work for a printer or publisher, or prepare files for printing; this session is for you. Discover the many tools from InDesign for checking, and correcting

common concerns. Learn how to achieve great output every time, and avoid problems that waste time and money.

This session covers essential techniques for working with fonts, graphics, and color, along with considerations for handling InDesign effects. Attendees will also learn practical tips and suggestions that make it easier for working with, and printing, all types of InDesign documents.

38. InDesign Power Workshop
Chad Chelius
Saturday, March 1 • 9:00–11:45 (Double Session)

For those who spend their days working with InDesign and want to boost productivity, this half-day session with InDesign guru Chad Chelius is a must-attend. Discover dozens of time-saving tips, creative techniques, and features to make work fun and more productive.

Show Dates & Hours
Thursday, February 27 • 10am–6pm
Friday, February 28 • 10am–6pm
Saturday, March 1 • 10am–4pm

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