

Modern Editorial Layout & Print Production

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Overview

Publishing corporate assets and multipage documents demands rigorous typographic control, structured page architecture, and dependable prepress execution. The modern editorial layout and print production course equips creative teams, marketers, and publication specialists with the practical methods required to transform raw manuscripts into polished physical media. Participants explore page grid theory, font pairing rules, art direction frameworks, and mechanical prepress standards using Adobe InDesign, Illustrator, and Photoshop. The syllabus addresses the full technical path from content drafting through color profile assignment to final press checkoffs. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Graphic designers moving into multipage publishing and commercial print production.
- Marketing and communications specialists responsible for producing annual reports and company collateral.
- Content editors and visual communicators overseeing layout formatting and asset integration.
- Production coordinators managing relations with external printing vendors and finishing facilities.
- Brand managers seeking consistent visual execution across corporate publications and collateral.

Departments and Industries

This training supports design, publishing, and marketing units across diverse sectors that rely on physical collateral and editorial releases.

- Marketing and Corporate Communications Departments
- Internal Design Studios and Creative Services Teams
- Public Relations and Corporate Publishing Units
- Commercial Printing and Packaging Agencies
- Higher Education, Cultural Institutions, and Non-Governmental Organisations

Learning Objectives

By the end of this course, participants will be able to:

- Construct balanced modular grids and typographic hierarchy for multipage publications.
- Integrate vector graphics, raster photography, and live text across Adobe Creative Cloud applications.
- Select appropriate paper stocks, binding types, and special finishing methods for project requirements.
- Prepare print-ready files utilizing correct bleed, slug, trim, and imposition parameters.

- Calibrate color output across RGB-to-CMYK conversions and spot color systems.
- Manage print production workflows, vendor specifications, and press proof evaluations effectively.

Course Agenda

Day 1: Typography and Editorial Grid Systems

- Topic 1: Principles of macro and micro typography for editorial legibility
- Topic 2: Constructing symmetric, asymmetric, and modular grid frameworks
- Topic 3: Visual pacing, margins, gutters, and proportional text balancing
- Topic 4: Typographic hierarchy through scale, weight, tracking, and leading
- Topic 5: Structural anatomy of editorial spreads and section architecture
- Topic 6: Page composition exercises combining display type with dense running body text

Day 2: Multi-Application Workflows in Creative Cloud

- Topic 1: Adobe InDesign setup for parent pages, baseline grids, and paragraph styles
- Topic 2: Vector asset production and technical icon preparation in Illustrator
- Topic 3: Image resolution adjustments and CMYK ink density controls in Photoshop
- Topic 4: Asset linking protocols and library management across multi-editor workflows
- Topic 5: Layout engineering for marketing collateral and large-format promotional posters
- Topic 6: Practical file assembly combining vector, raster, and typographic elements

Day 3: Publication Architecture and Art Direction

- Topic 1: Visual storytelling techniques for corporate publication design
- Topic 2: Editorial pacing and content breakdown for catalogs and annual reports
- Topic 3: Art direction standards for photo features, infographics, and technical diagrams
- Topic 4: Formatting tabular data, footnotes, callouts, and multi-column running text
- Topic 5: Multi-page catalog development, section divider planning, and folios
- Topic 6: Layout review sessions focused on visual continuity and reader navigation

Day 4: Prepress Configuration and Print Specification

- Topic 1: Color space conversion protocols, CMYK profiles, and spot ink selection
- Topic 2: Image prepress requirements including ink limits, trapping, and overprint controls
- Topic 3: Evaluating paper weight, opacity, coating grades, and substrate textures
- Topic 4: Special finishing methods including foil stamping, spot varnish, and embossing
- Topic 5: Mechanical binding options including saddle stitching, perfect binding, and wire-o
- Topic 6: Generating validated PDF/X packages and automated preflight checks

Day 5: Vendor Coordination and Production Execution

- Topic 1: Establishing vendor production briefs, delivery schedules, and job milestones
- Topic 2: Navigating print production workflows from quoting to soft and hard proofing
- Topic 3: Managing press approvals, color drawdowns, and sheet registration quality
- Topic 4: Diagnosing common production errors including banding, misregistration, and trim creep
- Topic 5: Systematic design audit of participant portfolio spreads and technical assets
- Topic 6: Final project presentation and end-to-end editorial layout evaluation

Practical Exercises

Participants complete structured assignments using industry-standard tools to reinforce practical knowledge.

- Construct an eight-page corporate brochure layout on a strict typographic grid.
- Process photographic assets in Photoshop to correct ink limits and CMYK separation profiles.
- Create an automated preflight checklist in InDesign to isolate missing links, fonts, and overset text.
- Prepare a production specification sheet detailing paper stock, binding, and finishing for a commercial printer.

Frequently Asked Questions

What prerequisites are required before enrolling in the course?

No prior prepress experience is needed. Participants should have foundational computer proficiency and familiarity with standard digital design tools or general creative software interfaces.

How long is each daily session and what is the total course duration?

The course spans five consecutive days. Each session runs for 4 to 5 hours of guided instructional lectures, demonstration walkthroughs, and practical application exercises, totaling 20 to 25 hours.

How does this course differ from other print design programmes?

This course bridges creative layout aesthetics with industrial manufacturing realities. Rather than focusing solely on software commands, the curriculum integrates typographic layout, art direction, file packaging, and direct pressroom vendor management to ensure production reliability.

Course Summary

By mastering layout structures, prepress protocols, and printer collaboration, professionals eliminate rework and ensure that publications reflect their intended creative standards in physical print.

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