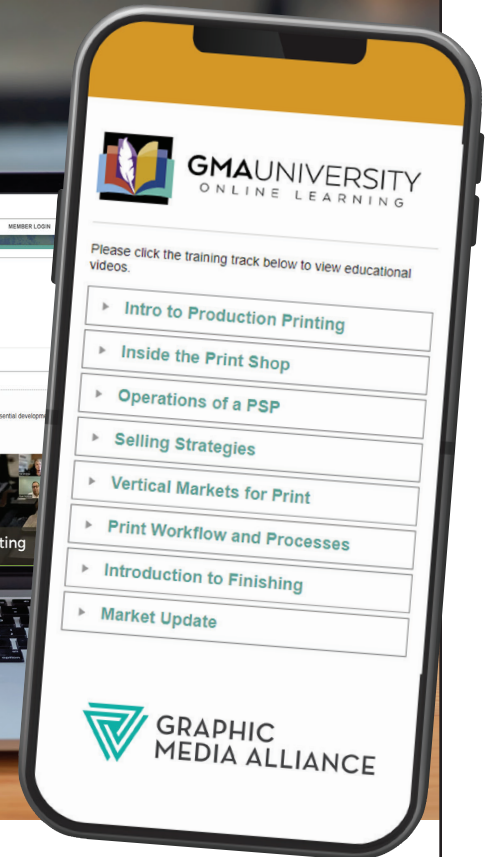
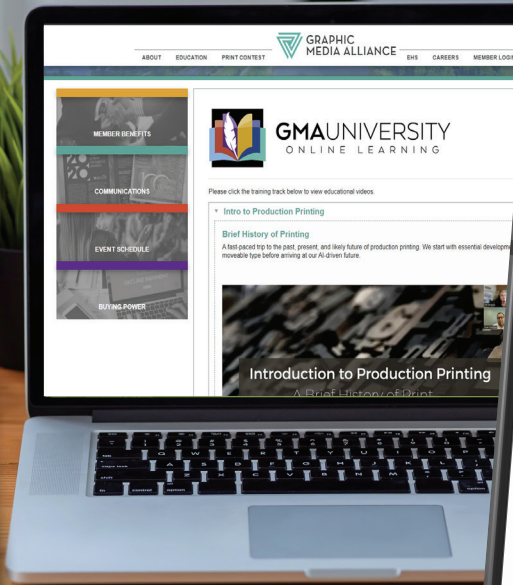




OVER 70 ON-DEMAND COURSES
WITH OPTIONAL ASSESSMENTS/
CERTIFICATION, FREE
FOR GMA MEMBERS

 CERTIFICATE OF COMPLETION
(OPTIONAL)



Graphic Media Alliance is proud to introduce our newest member benefit, **GMAUniversity**. This new online training focuses on the fundamentals of print and graphic communications as a **no-cost benefit** to GMA member companies and educational institutions.

Through a new partnership, GMA has licensed more than **70 on-demand courses** and educational tracks developed by print industry veterans and business consultants at **The Print University**.

There are currently eight sections/modules available:

- Intro to Production Printing
- Inside the Print Shop
- Operations of a PSP
- Selling Strategies
- Vertical Markets for Print
- Print Workflow & Processes
- Introduction to Finishing
- Market Update

HOW TO BEGIN

Visit bit.ly/GMAUniversity or select **Education>Online Learning** from the top navigation at graphicmedia.org. You can also scan the QR Code below.

If you have a graphicmedia.org username and password, you can simply sign in and begin your training. Usernames and Passwords should not be shared for security purposes.

To request access, select the **REGISTER** button. Your credentials will be provided within 1-2 business days.



GMA CONTACT INFORMATION

GRAPHIC MEDIA ALLIANCE
PO BOX 819 | WESTERVILLE, OH 43086-0819
614.794.2300 (OFFICE)
INFO@GRAPHICMEDIA.ORG





Intro to Production Printing

- Brief History of Printing
- What is Production Printing?
- Analog vs. Digital Printing
- Print 101: Electrophotography
- Print 101: Offset Lithography
- Print 101: Inkjet
- Print 101: Gravure
- Print 101: Flexography
- Print 101: Screen Printing
- Print 101: Wide Format
- Industry Speak: Acronyms & Jargon
- Paper 101
- The World of Inks and Their Uses
- Importance of Print in Today's World
- Careers in Print: Pre-Production
- Careers in Print: Production
- What is a Trade Printer?
- What a Print Buyer Should Know

Inside the Print Shop

- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Publication Printers
- Packaging Converters
- Sign Printer

Operations of a PSP

- Commercial Printers
- Sign Shops
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Publication Printers
- Packaging Converters
- Control the Chaos of Costs

Selling Strategies for Print

- Commercial Printers
- In-plant Printers
- Direct Mail Printers
- Transactional Printers
- Sign Shops
- Franchise Printers
- Selling Print Online

Vertical Markets for Print

- Education
- Financial and Insurance
- Healthcare and Pharmaceutical
- Manufacturing
- Non-profit
- Government

Print Workflow and Processes

- Preflighting 101
- Imposition 101
- Primer: Software & Functions
- Primer: Key Workflow Processes
- Primer: Design Considerations
- Job Onboarding
- Estimating, Quoting, & Ticketing
- Preparing Data Part 1
- Preparing Data Part 2
- File preparation (Prepress)
- Proofing and Approval
- Digital Front Ends
- Designing for Mailings
- Datastreams
- Tips for Walking Your Workflow
- Tips for Automating Proofing and Approvals
- The Ins and Outs of IPDS vs. AFP vs. PDF
- Ways to Automate Customer Experience and Proofing Approvals

Introduction to Finishing

- Folding
- The World of Finishing
- Embellishments
- Trimming and Cutting
- Mailing
- Binding Methods
- Converting
- Finishing for Wide Format

Market Update

- 2024 Q3 Market Update
- 2024 Q2 Market Update
- 2024 Q1 Market Update
- 2023 Year End Review and Predictions for 2024
- 2023 Q3 Market Update
- 2023 Q2 Market Update
- 2023 Q1 Market Update



GMAUNIVERSITY
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