

PrintPromotion training courses abroad for specialist teachers of the printing and paper converting industry

The first seminar for specialist teachers at a foreign venue was carried out with great success in Thailand at Sukhothai Thammathirat Open University in Bangkok.

The **PrintPromotion courses for specialist teachers** which are conducted once per year in Chemnitz in Germany are very well known in the target countries in East Europe, Africa, South America and Asia. This advanced training of several weeks` duration has been offered at regular intervals at the AZP (Ausbildungszentrum Polygraphie) training center for graphic arts in Chemnitz since 1991.

The number of places is limited so that great care is taken in the selection of participants to invite just one teacher with the proper knowledge of the basics and English language skills from each country. Therefore, these courses not only stand out due to their high professional level, but also benefit from the international background of the group of participants. Besides the theoretical training given at the AZP on subjects relating to prepress, printing and postpress, the training programme is topped off with excursions to companies. The participants visit prepress, printing and postpress companies as well as German machine manufacturers like Heidelberger Druckmaschinen, manroland, KBA, Polar Mohr, Techkon, H.C. Moog, IST Metz or Billhöfer.

Over recent years, this comprehensive and multifaceted programme has increasingly been in demand from international schools, universities and training institutions which nominate candidates from among their teaching staff – as a result, the number of applications is much higher than the number of places that can be made available. Therefore, PrintPromotion has incorporated an **additional offer** into its training programme. As from 2009, **three-day seminars for specialist teachers in specific target countries** are offered in addition to the courses for specialist teachers held in Germany. The courses will thus be made available to a larger circle of interested persons, and there will be no travelling costs for the participants. At the same time, these seminars offer the possibility to meet potential applicants for the training in Germany for a better pre-selection so that groups consisting of participants with similar prior knowledge and special subject areas can be formed. This enables to adapt the focal topics of the training in Germany to the needs of the participants in a better way and thus to make this training even more effective. Since the courses for specialist teachers in Germany are held in English, it is essential that the participants have good English language skills in order to be able to understand the lessons and to take part in the specialist discussions.

The **first seminar for specialist teachers at a foreign venue** was carried out in Thailand at **Sukhothai Thammathirat Open University** in Pakkret, **Nonthaburi, Bangkok**, from 23 to 25 March 2009 and was a big success.

The seminar was attended by 44 specialist teachers coming from 10 different universities and training centres in Thailand.



On three days, trainers from the AZP gave lectures focusing on the following subjects: colorimetry and color management, densitometry, digital printing, PDF technology, standardization in printing, ctp technology.

During the seminar, special lectures were followed by practical exercises so that the participants were immediately given the opportunity to apply what they had learnt under expert guidance. On the basis of printed samples difficulties in printing were discussed and their causes in prepress and print.

In the practical part of the subjects “Colorimetry and color management” and “Densitometry”, for instance, small groups of participants worked with measuring devices made available for this seminar by Techkon. The participants made practical measurements for densitometry and colorimetry purposes, and performed important work steps for the standardisation of processes, among others for platemaking and reference density in colour printing.

Other workshops for the creation of PDF data or the generation of ICC color profiles were held at the computer workstations of the university.

The seminar was given free of charge for the specialist teachers; in addition, the participants received the **training documents** in the form of printed hand-outs and on a CD so that they can also use this material for their own classes.

Furthermore, the specialists were given information about the **e-learning offer learn4print.com**. These online courses for prepress and printing are suited for use as supplementary modern teaching material for students and trainees in classes or for private studies because the integrated exercises help them to deepen and use what they are taught at their own workplaces. The learning platform includes interactive learning modules about subjects like text / layout, color theory, color management, screening, data handling, printing, paper, printing inks, quality, etc. Specialist schools are allowed access to the learning

modules as sources for the classes given by their teaching staff and for their students free of charge on request.



As part of the seminar, teachers who are interested in applying for a specialist teacher course in Germany could take part in a selection test the results of which were used for **recommendations for participation in a course**. In total, 16 candidates participated in the selection procedure which consisted of a written part followed by a personal interview. Its purpose was to obtain information as to the professional experience and special knowledge of the teachers and to get an impression of the English language skills (understanding and oral language skills) of the applicants.

At local level, the seminar was organised in cooperation with the staff of **Sukhothai Thammathirat Open University** who not only made available the suitable rooms and equipment, but also contributed to the success of the seminar by providing pro-active support and the perfect setting.

Due to the positive response, these seminars will from now on be offered twice per year in different target countries. The next event has been scheduled for autumn 2009. For the selection of the next venue, universities and specialist schools in the target countries have been invited to apply for the organisation of the next seminar.