

Passing on print know-how



The business of printing is a time-honoured profession, so with this in mind Paarl Media introduced the **Paarl Media Academy*** in 2011, operating in the Western Cape. The Academy's primary objective was, and is, to offer skills development and training. The Academy is continually raising the standards of performance across numerous functions in the printing industry. As a company, we strive to attract young, talented people who are interested in the dynamic world of print.

In order to harness young talent the Paarl Media Academy participated in the Career Indaba in Johannesburg recently. Paarl Media's presence definitely raised awareness amongst the Gauteng school students, principles, teachers and parents with regards to Paarl Media as an **employer of choice**, and the Academy as a provider of artisan qualification programmes.

* The Academy is an Institute of Sectoral and Occupational Excellence (ISOE) and is an accredited training provider with FP&M Seta. Training carries local as well as international accreditation from the FP&M Seta and the City & Guilds of London Institute.

Design for Print: a workshop for designers and production planners



The **Academy** has developed the 'Design for Print' workshop. The intention behind this course is to pass on Paarl Media's years of experience to our customers, with the purpose of empowering designers and production planners. This course covers the fundamentals of print set up. It also provides information regarding what tools are available in terms of printing, paper, finishing and binding.

The 'Design for Print' workshops are tailor made for selected clients based on their specific needs. Throughout the course designers and production planners are also encouraged to consider the implications and impact of their design from a sustainability perspective, including the consideration of sustainable paper options.

As well as the wealth of theoretical and practical know-how, the Design for **Print Workshops** facilitate a walk-through of the pre-press and the press facilities so that those participating can see where to implement what the learn in real life print situations.