ENDLESS SPARK

To succeed in your mission

UNLOCK YOUR POTENTIAL IN PRINTING AND PACKAGING

VIRTUAL | PHYSICAL

PREMEDIA

MASTER'S PROGRAM

100% PLACEMENT ASSISTANCE

Courses Offered:
Basic, Intermediate, and Advanced Levels for Diverse Learners

WHY NOT PURSUE A CAREER IN THE PREMEDIA INDUSTRY? HERE ARE COMPELLING REASONS TO CONSIDER:

- **Employment Stability:** Enjoy a stable career with a demand for skilled professionals in the industry.

- **Higher Pay:** Experience competitive compensation, surpassing salaries in IT, Printing Press, and Manufacturing sectors.

- **Top-Tier Opportunities:** Explore employment opportunities with leading multinational companies.

JOB OPPORTUNITY IN THE PREMEDIA INDUSTRY:

Production Executive	Color Retoucher	Team Lead
Pre Press Executive	Client Service Executive	Production Manager
QC Executive	Print Production Manager	Account Manager

CAREER OPPORTUNITIES AND COMPENSATION SCENARIOS:

In the Premedia industry, various departments include Production, Quality, Quality Assurance, Color Management, and Client Service.

₹40K Monthly	₹60K Monthly	₹80K Monthly	₹1.2L Monthly	₹1.5L Monthly
Production Executive 1.5 Years Experience	**Pre Press Executive** 2 Years Experience	**Hybrid Executive** 4 Years Experience	**Team Lead** 5 Years Experience	**Production Manager** 6 Years Experience

Johannes Gutenberg

To succeed in your mission

UNLOCK YOUR POTENTIAL IN PRINTING AND PACKAGING WITH PREMEDIA TRAINING COURSE.

Are you prepared to begin a journey that will empower you with the vital skills and knowledge essential in the dynamic realm of printing and packaging? Search no more! Our extensive Premedia Master Training Course is tailored to furnish you with the expertise required to thrive in this industry.

Invest in your future in printing and packaging. Sign up now and start your journey to a rewarding career. Join us at Endless Spark and unleash your potential!

COURSE HIGHLIGHTS:

Duration: 40 – 60 hours of in-depth training.

Learning Style: Mentored learning with live virtual interactive sessions.

Experienced Instructors: You will be guided by our dedicated faculty.

Courses Offered: Basic, Intermediate, and Advanced levels to cater to learners of all backgrounds . No prior knowledge is required.

WHY CHOOSE US:

- **Comprehensive Learning:** Exploring all the essentials of premedia.

- **Interactive Classes:** Get answers in real-time and learn in virtual environment.

- **Experienced Instructors:** Learn from experts with industry experience.

- **Flexibility:** Choose the level that matches your skills and goals.

- **Career Boost:** A certificate to enhance your resume and career opportunities.

COURSE LEVELS:

- **Basic:** For Beginners To Establish A Strong Foundation.

- **Intermediate:** - Elevate Your Knowledge and Skills.

- **Advanced** - Master The Art Of Premedia.

INTRODUCTION:

Endless Spark places a strong emphasis on Premedia training because the Premedia industry in India faces a shortage of qualified candidates. It can be challenging for companies to find the right people for specific roles. However, it's important to note that many talented individuals are out there, and with the right guidance and training, they can meet industry demands.

Companies are always in search of skilled candidates, and they use various methods like job postings, interviews, and referrals to find them. Despite the current shortage, there are still many opportunities for job seekers, and companies can find the right candidates with the right approach.

Endless Spark acts as the bridge connecting organizations with potential candidates, making the Premedia industry a thriving and accessible field.

NAVIGATING CHALLENGES AS A CANDIDATE:

- What are the organization's expectations?

- Where do I need to improve my skill level?

- Is my skill level adequate for the interview?

- I have a good knowledge of software and the industry.
  How can I successfully pass the interview?

- I do not have a degree.
  How can I enter a corporate company?

- How can I maintain the quality and efficiency of the current workflow?

- I didn't study printing.
  Can I succeed in the industry and get a job in Premedia?

TACKLING ORGANIZATIONAL TALENT CHALLENGES
Organizations face specific challenges in talent acquisition:

- **Increased Recruitment Costs**: It takes more money to find the right candidate, as the hiring process can be costly.

- **High Demand for Junior Artists:** There's high demand for junior-level artists, but not enough candidates to meet the needs. This is driven by supply and demand dynamics.

UNDERSTANDING THE HESITATION IN HIRING FRESH CANDIDATES.
Organizations may be cautious about hiring fresh candidates from reputable institutions due to a few key reasons:

- **Incomplete Test File:** Fresh candidates sometimes struggle to effectively complete practical tests, which are a crucial part of the hiring process.

- **Lack of MAC Experience:** Some training institutes may not provide experienced MAC systems, leaving candidates under prepared for certain roles.

- **Missed Industrial Visits:** When candidates miss industrial visits, they may lack a real-world understanding of the industry.

NAVIGATING YOUR PATH TO SUCCESS WITH ENDLESS SPARK :

- **Profile Assessment:** Insightful Evaluation of Your Background and Skills.

- **Customized Course Recommendations:** Tailoring the Perfect Learning Path - Basic, Intermediate, or Advanced Levels.

- **Personal Mentor Ship:** Guiding You Every Step of the Way.

- **Hands-on Learning Experience:** Practical Application of Knowledge Through Real Projects.

- **Operating System Expertise:** Specialized Training on the MAC OS Platform.

- **Interview Readiness:** Practice with Mock Interviews Led by Industry Experts.

- **Continual Support:** Three Months of Assistance Following Project Completion.

- **Career Guidance:** Three Months of Placement Support to Kickstart Your Career.

At Endless Spark, it's not just about teaching; it's about empowering you to thrive. Your journey is our journey.

WHO BENEFITS FROM THIS PROGRAM?

This program caters to a diverse range of individuals who can reap its benefits and enhance their skills, including:

- **Final Year College Students:** For those in their final year of college, this program offers a valuable opportunity to gain practical skills and enhance their career prospects.

- **Diploma and Engineering Graduates:** in printing, diploma, or engineering fields can use this program to further their ability and career growth.

- **CorelDRAW Users and Graphic Designers:** If you work desktops using CorelDRAW or work as a graphic designer, this program can help you refine your skills.

- **Photo Studio and Flex Banner Operators:** Individuals working in photo studios or working in the flex banner industry can receive help from this program's insights and training.

- **Production Artists:** Production artists looking to advance their capabilities will find this program a valuable resource.

- **Image Retouches (RGB):** Professionals involved in image retouching, particularly with RGB, can enhance their proficiency through this program.

- **InDesign-Relevant Executives:** Those working in roles relevant to Adobe InDesign, such as in publishing and the pharmaceutical industry, can receive help from the knowledge and skills offered in this program.

- **Entrepreneurs:** Whether you're a budding entrepreneur looking to sharpen your skills or an established business owner looking to expand your knowledge, this program is designed for you.

This program welcomes a wide spectrum of learners, from students looking to kickstart their careers to professionals aiming to advance their skills and knowledge in various domains.

PROGRAM OUTCOMES

After completing the program, you will be able to:

- **Understanding Organizational Expectations:**
  Organizations seek adaptability, creativity, problem-solving skills, and a strong work ethic. Meeting these expectations is pivotal for success.

- **Identifying Skill Improvement Areas:**
  Pinpoint your weaker areas and prioritize training and practice for continuous skill development.

- **Ensuring Interview-Ready Skills:**
  Align your skills with job requirements, practice interview scenarios, and emphasize your software and industry knowledge.

- **Excelling in Interviews:**
  Showcase your software and industry expertise while highlighting problem-solving abilities, creativity, and your potential to add value to the organization.

- **Entering Corporate Companies Without a Degree:**
  Spotlight your skills, experience, and eagerness to learn. While degrees are valuable, they aren't the sole determinants of success.

- **Advancing as a Production or Quality Executive**
  Develop leadership skills, enhance problem-solving abilities, and focus on efficient workflow management to progress in your career.

- **Maintaining Workflow Quality and Efficiency**
  Ensure consistency in quality and efficiency by implementing streamlined processes, conducting regular quality checks, and proactively resolving issues.

- **Succeeding in Premedia Without a Printing Background**
  Yes, a printing background is not essential. Dedication, a strong work ethic, and a willingness to learn can pave the way for success in the Premedia industry through continuous learning and effort.

ABOUT THE PROGRAM

Our Program: Adapting to Your Unique Learning Journey.

At Endless Spark, we understand that every candidate is different, and their knowledge varies. That's why our program curriculum is designed to be flexible and tailored to your specific needs. Here's how it works:

Tailored Curriculum:
We craft a personalized program based on your existing knowledge and skills. The curriculum is designed to evolve as you progress, ensuring it aligns perfectly with your learning journey.

Training Hours:
The program duration typically ranges from 40 to 60 hours, depending on your profile and progress.

Daily Schedule:
Each day, you will have 1 hour of training.
After your training, you will work on live projects for 2 hours, applying what you've learned.

Weekend Program:
For weekend learners, the training consists of 2 hours per day.
You'll then spend 3 hours working on live projects, maximizing your hands-on experience.

Balancing Work and Learning:
We value your time, so public holidays are considered days off.
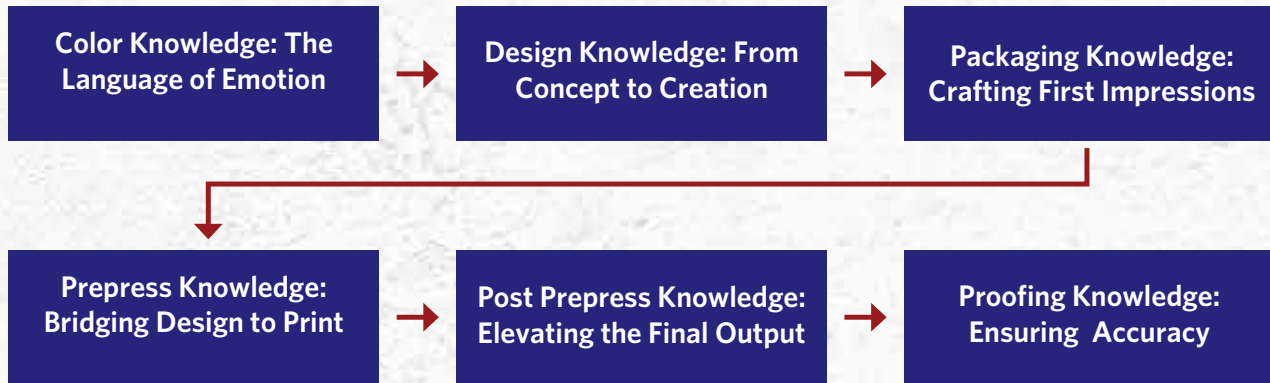
Daily Project Completion:
As part of your learning experience, you are expected to complete a project every day, reinforcing your understanding and skills.

At Endless Spark, we're committed to providing a unique learning journey that adapts to your needs, ensuring your success and growth in the field of premedia.

PROGRAM CURRICULUM

The curriculum is crafted by an individual with extensive experience in the Printing and Packaging industry. With a strong background in Premedia training.

LEARNING JOURNEY

Color Knowledge: The Language of Emotion	→ Design Knowledge: From Concept to Creation	→ Packaging Knowledge: Crafting First Impressions
Prepress Knowledge: Bridging Design to Print	→ Post Prepress Knowledge: Elevating the Final Output	→ Proofing Knowledge: Ensuring Accuracy

COLOR KNOWLEDGE: The Language of Emotion
Master the art of color theory, unlocking the emotional and psychological impact of different hues.

DESIGN KNOWLEDGE: From Concept to Creation
Unleash your creativity by understanding design principles, composition, and visual hierarchy.

PACKAGING KNOWLEDGE: Crafting First Impressions
Explore the intricacies of packaging design, understanding the impact of structure, materials, and functionality.

PREPRESS KNOWLEDGE: Bridging Design to Print
Grasp the technicalities of prepress, ensuring seamless transition from digital design to print production. Explore file preparation, resolution, and color modes to optimize your designs for the printing process.

POST PRE PRESS KNOWLEDGE: Elevating the Final Output
Understand the transformative power of post-processing in creating polished and professional visual content.

PROOFING KNOWLEDGE: Ensuring Precision and Accuracy
Navigate the proofing stage with precision, understanding the importance of accuracy in design.

THE PREMEDIA MASTER PROGRAM DESIGNED BY

Hello, I am Arulnidhi Senthilkumar, and I come from the vibrant state of Tamil Nadu, India. With a background in MA Yoga and a Master of Social Work degree, I have rich experience in the Printing and Packaging industry, wearing different hats along the way.
I want to express my sincere thanks to my mentors in the Printing and Packaging field.

HERE'S A GLIMPSE OF MY JOURNEY:

- **Manibharathi Printer:** I started as an offset printer, acquiring the basics of design and grasping design concepts along the way.

- **Olympus Premedia:** I mastered the use of Redraw in Illustrator and gained proficiency in ArtiosCAD software to create precise die lines.

- **Schawk India:** During my tenure at Schawk India, I assumed responsibilities in both production and quality, conscientiously upholding stringent standards and creating guidelines for 22 accounts.

- **Alia Premedia:** I furthered my ability in premedia, gaining a comprehensive understanding of this critical field and creating the quality department.

- **Stride Creative:** Embarking as an offset printer marked the beginning of my journey, allowing me to delve into the fundamentals of design and gradually grasp various design concepts.

- **Manipal Digital Solutions:** Expanding Premedia Services in Bangalore and Strengthening Collaboration with Australian Printers.

- **SGS:** Elevating Quality and Seamlessly Transitioning 22 Accounts and After dedicating five years to the interview panel, I've had the privilege of being part of countless hiring processes.

GLOBAL CLIENT MANAGEMENT AND SMOOTH TRANSITIONS

I had the privilege of working with clients from around the world, including India, the United States, the United Kingdom, Australia, and Europe. Notably, I successfully led the transition of accounts.

MENTORING

Advice · Success · Goal · Training · Motivation · Coaching · Support · Direction
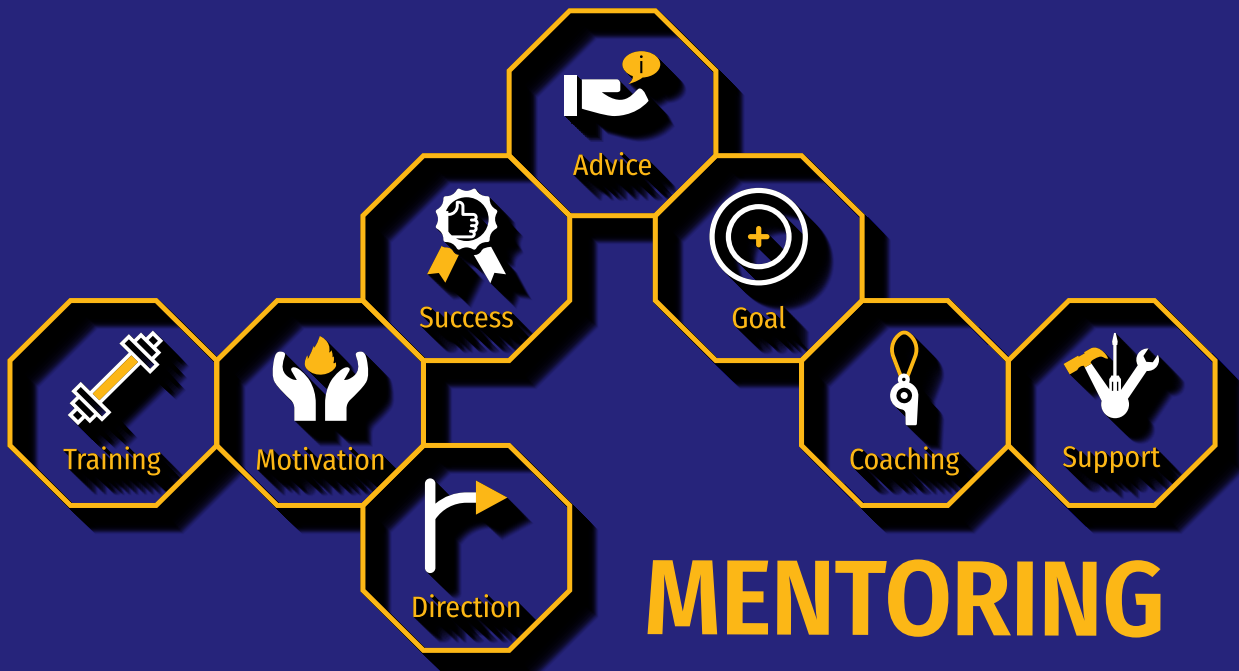
YOUR DREAM
JOB WITH LISTED COMPANY

" **Abdul Kalam A. P. J.**

Dream is not that which you see while sleeping it is something that does not let you sleep. And thoughts result in action "

**Orientation Week: Introduction to Premedia Master Program.
Production Art Engineer – Base Level**

MODULE 1	PACKAGING FOUNDATION
Week 1	Introduction To Packaging
	Type of Packaging Industry
	Corrugated v/s Cardboard
	Packaging Type
	Packaging materials
	Materials Manufacturing Process
MODULE 2	**COLOR FOUNDATION**
Week 2	Perfect Spectra
	Additive Color
	Subtractive Color
	Out of Gamut
	Coated & Uncoded
	Spot Color, EG Color and Color Book
	Color Psychology
MODULE 3	**CUTTER CREATION**
Week 3	Type of Measurement System
	Folding Carton Styles
	The Construction of the Cutter
	Cutter Annotation
	Grain direction And Winding Chart
MODULE 4	**ARTWORK MODIFICATION**
Week 4	Artwork Element
	Adaptation Techniques & Managing Sub-brands
	Artwork Consistency
	Regulatory legal information & Brand Guideline
	Finishing operation, Number of Print Stations
	Print ability
MODULE 5	**ARTWORK PROCEDURES**
Week 5-7	Pre-flight
	Project meeting
	Right Tool and Right Method
	The project involves packaging design development and skill evaluation.

Orientation Week: Introduction to Premedia Master Program.
Print ready Engineer – Intermediate Level

MODULE 1	AIDE PRINT ABILITY
Week 1	Press Type
	Color Sequence
	Type of print Reverse/Surface
	Bar-codes, QR Code and Digimarc
	Print ability
	Trap / Stay Away, Hold back and Key Line
Week 2	Vignettes - Dot Gain
	Die, Bleed and Rollover
	Separation : Line Black and Tone Black and Rich Black
	Tonal Scales
	Eye mark and Eye Track
	Total Area Coverage, UCR and GCR
	Pre - Press Consistency
MODULE 2	**COLOR MANAGEMENT**
Week 3	Screen Calibration
	Viewing Condition
	Soft Proof
	Hard Proof
	Color/Proof Specifications
	Finger Print
	Profile Name
	Press Substrate
	Converting Profile
	Standard profile
	Print ability
	Project meeting
MODULE 3	**PRE-PRESS PROCEDURES**
Week 4-5	Pre - flight
	Project meeting
	Right Tool and Right Method
	The project includes pre-press file creation and skill assessment.

Orientation Week: Introduction to Premedia Master Program.
Plate ready engineer– Advanced Level

MODULE 1	STEPPING – PERFECTION PACKAGING
	Cylinder Size & Web Width
	Step Around Across
	Screening and Calibration
	Marks : Micros, Track line,AVT,Center Marks and Bearers,etc
Week 1	Microdot
	Dispro
	Surface & Reverse
	Cut Shape
	Distortion bar
	Plate Join
	Plate Gauge

MODULE 2	PLATE MAKING PROCESS
	Offset
Week 2	Flexo
	Gravure
	Dry offset

MODULE 3	PRINTING PROS AND CONS
	Offset
Week 3	Flexo
	Gravure
	Screen Printing
	Digital

MODULE 4	STEPPING PROCEDURES
	Pre - flight
Week 4-6	Project meeting
	Right Tool and Right Method
	The project includes Stepping creation and skill assessment.

Orientation Week: Introduction to Premedia Master Program.
Quality Control Engineer– Advanced Level

MODULE 1	QUALITY CONTROLS
Week 1	QA Tool
	Desk Pack Viewer
	Photoshop Compare
	PDF Compare
	Word Compare
Week 2	QA Method
	Briefing Overview (A,D and R)
	Type of Errors
	Impotence of Internal Remake
	Impotence of Checklist
MODULE 2	**QUALITY MANAGEMENT**
Week 3	Possible Goals of Investigation
	Root Cause Analysis
	Fishbone diagram
	Corrective action
	Preventive action
	Auditing – Effectiveness
MODULE 3	**ERRORS CASE STUDY**
Week 4	Compare Errors
	Mi registration errors
	Consistency Errors
	Code Errors
	Mandate Errors
	Technical Errors
MODULE 4	**KEY PERFORMANCE INDICATOR**
Week 5	Internal right first time
	External Right First time
	Efficiency
	On-time delivery
MODULE 5	**PROJECT**
	Quality checking of artwork and pre-press files, along with skill evaluation

	PREMEDIA SOFTWARE REQUIREMENT
Adobe	Adobe Illustrator
	Adobe Photoshop
	Adobe InDesign
	Adobe Acrobat Pro
	Adobe fonts
ESKO	Des-pack,
	Artpro+
	Pilot
	Web center
	Global Vision
PACKZ	Hybrid software Packz
informa it	Inform CC
Microsoft	Microsoft Word
	Microsoft Excel
	Microsoft Power Point
U	Universal Type Client
	PREMEDIA OPERATING SYSTEM REQUIREMENT
	Mac
	Windows
	WORKSHOP BONUS FOR ONE-TIME PAYMENT
	Corporate Communication Masterclass
	Resume Building Masterclass
	Linkedin Masterclass
	Interview Masterclass
	ChatGPT

*The Premedia Master Program does not cover software and operating systems.

TRAINING PROCESS

```
                        ┌──────────────────┐
                        │      Start       │
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │  Profile  Check  │
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ Create the       │
                        │ Syllabus         │
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ On-Board Training│
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ Assign the Mentor│
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ Each  Syllabus,  │
                        │ Test, Mentor     │
                        │ Feedback         │
                        └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ Score Card Shared│
                        │ to Student       │
                        └──────────────────┘
                                 │
  ┌──────────────────┐   ┌──────────────────┐
  │ Monitor and      │   │ Completed        │
  │ Evaluate         │   │ Syllabus         │
  │ Continuously     │   └──────────────────┘
  │ Improve          │            │
  └──────────────────┘   ┌──────────────────┐
  ┌──────────────────┐   │ Project          │
  │ Course Extension │──▶│ Initialization   │
  └──────────────────┘   └──────────────────┘
                                 │
                        ┌──────────────────┐
                        │ Mentor  Validates│
                        │ the Project      │
                        └──────────────────┘
```

Fail

Pass

Interview Not Initiated

Initiate Mock Interview

Finish
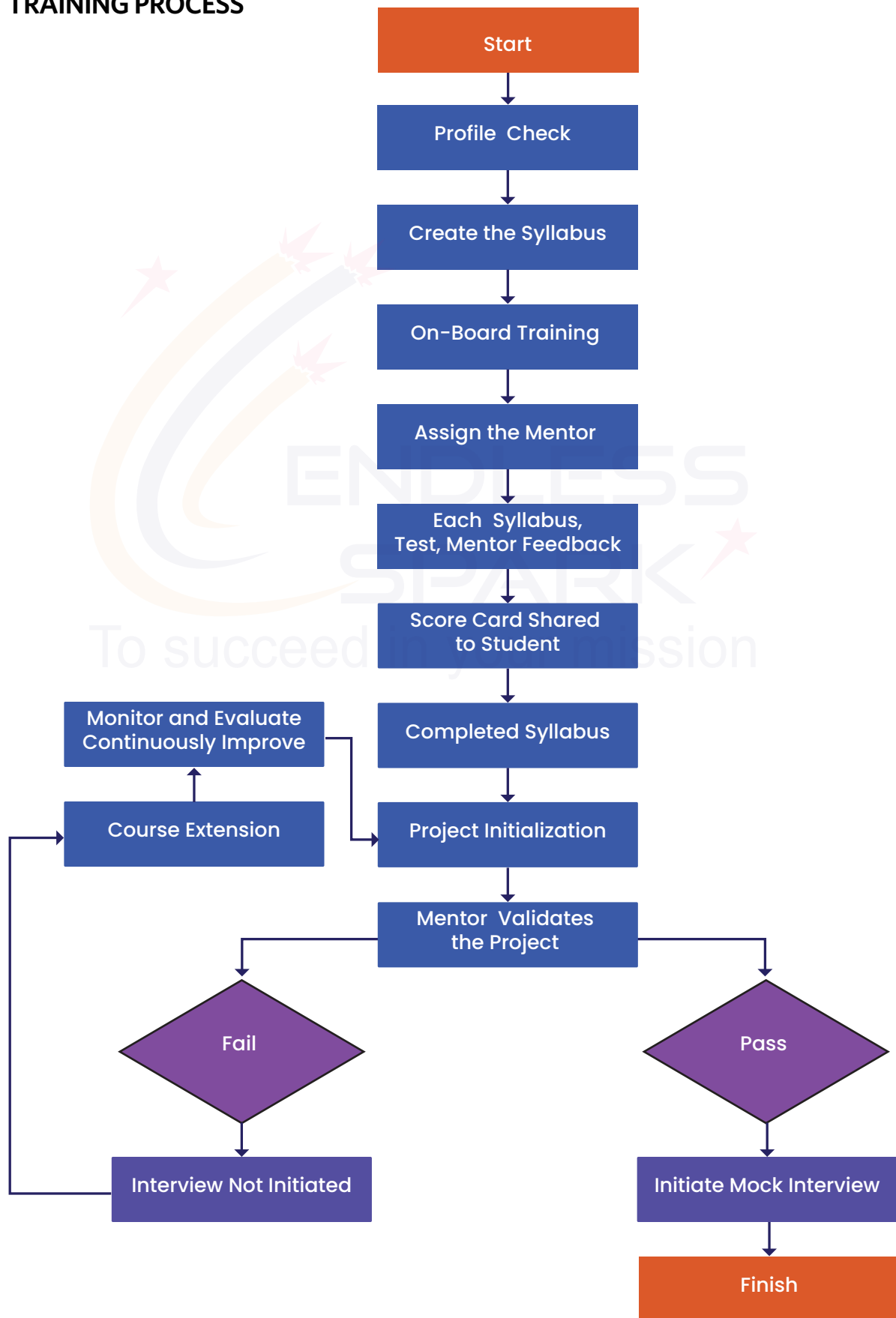
APPLICATION PROCESS

APPLY
Scan the QR code to fill out the application.

GET REVIEWED
Undergo a Screening Call with Endless Spark Management.

JOIN THE PROGRAM
We tailor the syllabus to align with your skills.

Scan this code using your phone camera or a QR code app.

ENDLESS SPARK ★

To succeed in your mission

We Are The Best Choice
In Premedia Master Program,
Digital Marketing,
Software Training,
Web Development And
App Development

In 2024, Endless Spark Vision is dedicated to nurturing highly skilled individuals, having successfully produced a hundred adept students. We have established ten proficient mentors who serve as trainers across India.

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CERTIFICATE CATEGORY FOR
THE PREMEDIA
PROGRAM

1. Production Art Engineer.
2. Print-Ready Engineer.
3. Plate-Ready Engineer.
4. Quality Control Engineer.
5. Printing & Packaging Engineer.
6. Color Retouch Engineer.
7. Crash Course.