

THE FIRST PRINT TRADE SHOW OF THE YEAR



GOAexpo.com



IT'S TIME TO ...

RE-IMAGINE IT

February 16-18, 2017 | Broward County Convention Center

40+ seminars



ADOBE CREATIVE CLOUD • PHOTOSHOP & DESIGN
PREPRESS & PRODUCTION • LEADERSHIP • WIDE FORMAT
SALES & MARKETING • 16 SEMINARS IN SPANISH!

Show Features

WIDE-FORMAT PRINT SHOP LIVE! • THE DIGITAL FLEXPLO ZONE
DYE SUBLIMATION APPLICATION CENTER • 3D PRINTING ZONE
THE WRAP CUP AMERICAS • THE PACKAGING SCHOOL
INKON COUTURE • GALA AWARDS • CAREER FAIR



CO-LOCATING WITH

 **THE NBM SHOW**

FREE
EXPO PASS

Register online using
Source Code: **GOA17**

WHY ATTEND GOA 2017?

GOA brings together **thousands of graphic arts professionals**—from **more than 70 countries**—who are serious about growing their businesses.

Learn from industry experts and **explore opportunities** to implement new technology, solutions, and equipment to **maximize your company's revenue and growth.**

See the latest equipment and services—in live action—as you meet face-to-face with exhibitors presenting their products & services.

Network with peers and experts who offer insight and camaraderie.

Attending GOA 2017 makes good business sense.

If you've never experienced GOA, we welcome you to join us in Fort Lauderdale as we celebrate a 42-year tradition.



EXPLORE OPPORTUNITIES



TALK WITH EXPERTS



LEARN NEW SKILLS



SAVE WITH SHOW SPECIALS

THE EXPO

GOAexpo.com

Find the equipment & services **you need to grow your business** at GOA 2017!



SEE THE LATEST EQUIPMENT

At the heart of GOA is a comprehensive Show Floor packed with the latest solutions in printing & graphic arts products and services from the industry's utmost respected manufacturers and suppliers.

Experience the biggest selection of sought-after tools, technologies and services to maximize workflow & production and increase profits—all in one place—right on the show floor.



MEET WITH SUPPLIERS



GOA 2017

SHOW FLOOR FEATURES



BOOTH 113

THE DIGITAL FLEXTM ZONE

nilpeter ...your printing partner

This area features the latest in flexo technology. The cornerstone of this area is the Nilpeter Panorama DP-3 press, with a 360-degree approach to digital printing that allows users to produce high quality labels in short-to-medium run lengths with minimum waste.



BOOTH 2030

THE EXPO THEATER

See and hear about the latest technology from the foremost industry professionals at the GOA 2017 Expo Theater. Sessions last 30 minutes each and are presented throughout the day on the show floor.



BOOTH 2013

WIDE FORMAT PRINT SHOP LIVE!

CALDERA 

Explore opportunities in wide format applications with industry leaders as they discuss and demonstrate how implementing wide format into your plant will increase profit opportunities. A show favorite, Wide Format Print Shop Live! is hosted by experts showcasing processes — from prepress to printing and finishing.



BOOTH 1201

3D PRINTING ZONE

Thinking about jumping into the 3D printing arena? Plan a trip to the 3D Printing Zone, where you can talk to experts, watch demos and hear more about current capabilities and the future of 3D printing.



BOOTH 935

THE TEXTILE ZONE

Meet the latest innovators in the rapidly growing markets of dye sublimation. Get a firsthand look at digital garment decoration technologies and how dye sublimation can be applied to various substrates. Explore the area for solutions that fit your needs – discover techniques, tips, tricks and trends to improve production or learn more about implementing this new revenue stream for your existing business.

Calling all experienced sign-makers & car wrappers!



Are you the best wrapper?
February 16-18, 2017 at GOA in booth 1632
 Broward County Convention Center • Ft. Lauderdale, FL

GoA 2017 Wrap Cup Americas

3-Day Car Wrapping Competition

presented by

- MR Clipart** - vehicle templates and 3D presentation tool
- 3M** - Digital print and color change vinyl
- Knifeless** - Vinyl cutting system without a knife
- Steinel** - Professional heating guns
- CoCut** - Cutting software for AI and CDR
- Intuitive Products** - Special squeegees
- MagStrapz** - Magnetic holding for heating guns and squeegees

Prize Packages for ALL competitors
Finalists' Prize Packages valued at **over \$3,000**
Winner's Prize Package valued at **over \$5,000**

COST:
Starting fee is \$200 for each competitor. Includes hall entry for all show days.

Questions?
Contact Dirk Moebes
 +49 511 87440
 dirk.moebes@mr-clipart.com

Judges include

Chad Huhman
 Experienced competition judge

Marcio Oliveira
 Tech Service 3M



From it's famous beaches, arts, culture, and shopping, to it's gondola rides on the canal, and historic riverfront, the vibrant Fort Lauderdale area offers plenty of ways to wind down each evening after an exciting day at GOA.

Graphics of the Americas has made arrangements for you to **SAVE big on official hotels**, plus you'll **get free transportation** to and from the show.

Make reservations early to ensure that you get the hotel you want.

Book Your Hotel online today and save BIG at GOAexpo.com



MEDIA PARTNERS



GRAPHIC ARTS LEADERS OF THE AMERICAS

GALA

2017



CONLATINGRAF
Confederación Latinoamericana de la Industria Gráfica desde 1967



Join us for the GALA Awards Dinner

Thursday, February 16, 2017
7:00–10:00 p.m.

Pier 66 Hyatt Regency Hotel
2301 SE 17th St.
Fort Lauderdale, FL 33316

\$100 per guest
Reservations are required.
Must be 21 or older to attend.

INKON COUTURE

Please join us for The INKON Couture Fashion Show
Friday, February 17, 2017.

Space will be limited so register now

GOAexpo.com



GRAPHICS of the
AMERICAS

CAREER FAIR

You are invited to the First Annual Graphics of the Americas
Career Fair on Saturday, February 19TH from 1:00 PM - 3:00 PM
at the Broward County Convention Center.

Meet with a multitude of corporate and small business owners
looking to fill full- and part-time positions



STUDENTS REGISTER FOR FREE TODAY. Contact Kasondra Weeks at kasondra@flprint.com



40+ SEMINARS



presented by the authors of the widely popular Digital Classroom book series.

16 SEMINARS IN SPANISH

Taught by industry icons from around the globe.

SEMINAR PRICING

Total Access Pass

Admission to ALL Seminars & Expo.

Only \$299

If you register by 1/31/17. \$349 After 1/31/17

Choose any

Three Sessions

Only \$185

If you register by 1/31/17. \$199 After 1/31/17

Choose any

Two Sessions

Only \$150

If you register by 1/31/17. \$170 After 1/31/17

Individual Sessions

Only \$75 each

If you register by 1/31/17. \$85 each After 1/31/17

Spanish Total Access Pass

Admission to all seminars in Spanish

Only \$299

If you register by 1/31/17. \$349 After 1/31/17

TRACKS

Prepress & Production

Sales & Marketing

Leadership

Wide Format

Adobe Creative Cloud*

Photoshop & Design*

Stay ahead of your competition in 2017

by learning from leading industry experts at GOA.

The strategically selected GOA Conference program enables you to **discover ways to grow your business** by operating more efficiently, increasing sales, exploring new opportunities and improving your staff's skills.

Get first-class training. Experience live demonstrations of the latest equipment and services. Meet with experts and peers about technology and trends. **GOA can give you all that and more.**

GOA2017

seminar schedule



	PREPRESS & PRODUCTION	SALES & MARKETING	LEADERSHIP	WIDE FORMAT	ADOBE CREATIVE CLOUD	PHOTOSHOP & DESIGN	
THURSDAY, FEBRUARY 16						American Graphics Institute Live!	
9:00-10:15					1. Adobe Creative Cloud: New Features & Productivity Enhancers (GREG HEALD & JENNIFER SMITH)		
10:30-11:45		2. Walking the Walk, Lead Generation (KATE DUNN)		3. 100 Ways to Make Money with Wide Format (SKIP GRANT)	4. InDesign Essential Techniques (GREG HEALD)	5. Design Fundamentals That Everyone Can Use (JENNIFER SMITH)	
12:30-1:45	6. Turn Your Old Press into New (DAVE HUNTER)		7. OBLIVIOUS: Great Leaders Raise Awareness (BRENT BAUER)		8. Designer's Power Hour (GREG HEALD)	9. Photoshop CC: Essential Techniques (JENNIFER SMITH)	
2:00-3:15		10. Today's Direct Mail (KATE DUNN)			11. InDesign for Print, Web & Tablet: Real World Production Workflows (GREG HEALD)	12. Effective UX Design Tools: Concept to Visual Design (JENNIFER SMITH)	
FRIDAY, FEBRUARY 17						American Graphics Institute Live!	
9:00-10:15					13. Adobe Acrobat & PDF Print Production Techniques (GREG HEALD)	14. Photoshop Print Production Tips & Tricks (JENNIFER SMITH)	
10:30-11:45		15. The Sales Differentiation (KATE DUNN)		16. Print on Anything! (SKIP GRANT)	17. Illustrator Print Production Tips & Tricks (GREG HEALD)	18. Designing Art for Print & Web with the Creative Cloud (JENNIFER SMITH)	
12:30-1:45	19. Color Matching Across any Print Process and Substraight (DAVE HUNTER)		20. COPIOUS: Great Leaders Multiply (BRENT BAUER)		21. Coding Essentials: Fundamentals of Website Coding (GREG HEALD)	22. Getting Creative with Illustrator & Photoshop (JENNIFER SMITH)	
2:00-3:15		23. Use Social Media to Differentiate Your Sales Strategy (KATE DUNN)		24. Print and Cut Done Easy (SKIP GRANT)	25. InDesign Print Production Techniques (GREG HEALD)		

Register now at www.GOAexpo.com

Sales & Marketing

Kate Dunn

Director,
Info Trends Business
Development Service



Kate Dunn, Director for the InfoTrends Business Development Service and works with organizations around the world to achieve specific marketing and sales objectives. Kate is an award-winning leader in relevant, cross-channel marketing, regularly shares her expertise at industry events across the United States as well as abroad. Having published more than 30 case studies since 2003, Kate is a recognized leader in the strategic development and execution of personally relevant B2B, B2C marketing programs and employee communications.

2. Walking the Walk, Lead Generation

Kate Dunn

THURSDAY, FEB. 16 • 10:30–11:45

If you are selling cross channel direct marketing campaigns or plan to, you should know how to execute your own lead generation campaign. Learn what goes into a successful lead generation campaign in our industry including the list, the offer, the creative and the sales integration. Walk away with what you need to plan, set expectations, execute and evaluate your own campaigns. Great for owners, sales and marketing management and sales professionals.

10. Today's Direct Mail:

Print's New Role In An Omni-Channel World

Kate Dunn

THURSDAY, FEB. 16 • 2:00–3:15

Print has the power to attract, engage and deliver critical information to enhance customer experience. Kate Dunn will share data from several Info Trends customer communication studies and real world examples to help you leverage new technology and improve results from your print and direct mail strategies.

15. The Sales Differentiation

Kate Dunn

FRIDAY, FEB. 17 • 10:30–11:45

Target Audience: Owners/Presidents/CEOs, senior management, operations managers, marketing directors, sales management

Sixty percent of customer loyalty is a result of not what you sell but how you sell it. Your prospects have changed the way they buy. Failure to transform your sales process results in decreasing margins and increasing attrition. Learn how your new sales process can help you differentiate your company, win more business and increase loyalty.

23. Use Social Media to Differentiate Your Sales Strategy

Kate Dunn

FRIDAY, FEB. 17 • 2:00–3:15

You have a 5% - 10% chance of reaching a decision maker by phone. LinkedIn offers you an alternative to cold calling if you use it to your advantage. Beat your competitors to the punch with a modern approach to selling.

Bonus Sessions

Attend these sessions **FREE** of charge with the purchase of one scheduled seminar.

Choosing the Right Synthetic: What You Need to Know

Chris Taylor

Production Marketing Manager, Growth Markets

In this session, we'll dive into all-things-synthetic, providing an overview on everything you need to know about printing on synthetic materials and how to make the best decision on which to choose for your particular application. We'll explore the various types of synthetic materials available for printing, the characteristics of each, which applications are best suited for them, the vertical markets ripest for such output and the cost factors involved.

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imagine. change.

Sell More with Heat Transfer Foils

Mark Schwarb

Metallic and foil finishes are extremely popular in apparel design but can be intimidating to create. This class will help you feel confident adding heat transfer foil as part of your product offering. Join us to learn about CAD-CUT® Adhesive and Heat Transfer Foil in this focused and content-packed session for vinyl cutter owners.

In this class, you'll learn:

- The basic principles of using foil with CAD-CUT® Adhesive for vinyl cutting
- Tips for accuracy in printing single color foil
- How to create multi-color foil finishes, including distressed designs and predictable patterns
- Steps and techniques to mix foil with other heat transfer materials
- How to calculate cost for foil printing to establish selling prices

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STAHL'S

Prepress & Production

David Hunter

Founder, Principal of
Pilot Marketing Group



David Hunter has been helping companies control and manage their color for over 30 years, primarily in the Graphic Arts and Photography market places. He has been teaching the 5 day Implementing Color Management Course at the PIA/GATF Graphic Arts Technical Foundation since its inception in 1996, and Founded the PIA Color Management Conference in 1999. He is also the Project manager for the IDEAlliance/IPA Color Management Certification (CMP) program, the first program available on the Internet to teach and certify professionals on Color Control topics. He was in the original GRACoL G7 Experts and is one of five G7 Master Trainers in the world and has been on the GRACoL committee since 2001. David has researched all of the Color Management Profiling software programs as well as all of the measurement devices on the market.

6. Turn Your Old Press into NEW

Decrease make ready, Increase Quality and Speed with your current press room equipment

David Hunter

THURSDAY, FEB. 16 • 12:30–1:45

The industry is talking about the need to move to a manufacturing environment, not the Graphic Arts, but a Manufacturing facility. What steps can you do to improve the performance in the press room? Closed Loop, CIP Presets, Plate Curve, G7, are all terms that are used, but what are the differences? How do I know which one will most benefit my operation? This session will break down each tool and find out which ones might help your operation.

What you will learn:

- What types of solutions decrease your make ready time and paper usage
- Which solutions improve consistency- across the imaging area of the press and making jobs repeatable over time
- Which solutions improve accuracy- making jobs accurate to proof or customer expectations
- Which solutions allow you to run the press at faster speeds, more pages per hour

Who should attend:

Owner, VP Production, plant supervisor, Press supervisor

19. Color Matching Magic Across Any Print Process and Substrate

David Hunter

FRIDAY, FEB. 17 • 12:30–1:45

This session covers the difference between a Visual Color match and a Colorimetric match, and when to use each. It will help companies determine how many print conditions that they are manufacturing today, how many ICC Profiles, and or Plate Curves are necessary to provide an accurate print as the final output. We will help companies learn the parameters to use to help them determine the optimum number. Find the optimum middle ground for your needs.

What you will learn:

- Difference between a shared visual appearance match and colorimetric match
- How to determine what your printing aims should be for proof and press
- How to determine your desired level of quality to determine how many curves
- How many ICC profiles you should have to represent all of your print conditions
- When to update your Curves or Profiles
- How to qualify your customers expectations for color accuracy

Who should attend:

Plant manager, VP Production, Press Manager, Large Format Manager, Prepress managers and operators, press room managers and operators, large format, digital press operators

Attend these sessions **FREE** of charge with the purchase of one scheduled seminar.

Making Money with Personalization

Mark Schwarb

There is big opportunity in personalized products. Personalization through monogramming and name drops can be seen on everything from T-shirts and bags, to head wear and shoes. As the growth and popularity of personalized items continues to climb, heat transfers open your business up to printing more items and finishes than ever before.

In this class, you'll learn:

- How to create common styles of monograms and where to find fonts
- How to easily add personalization on a variety of items using a heat press, vinyl cutter, and CAD-CUT® heat transfer vinyl
- The best heat transfer technologies available for creating personalization

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The Packaging School

Sara Shumpert

Director - The Packaging School

The Packaging School seminars are back again at GOA! And while last year they provided attendees with a preview of the online, 12-course program built with the input of over 600 working professionals, this year Sara Shumpert, The Packaging School Director, will present seminars focusing on the following topics:

**Printing Packaging
Design Workflow
Packaging Jeopardy
Human Factors**

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www.PackagingSchool.com



Leadership

Brent Bauer

Owner / Leadership Trainer
and Professional Coach,
Bauer Leadership
Consulting Group



Brent Bauer has been a student of organizational development and leadership for the past 30 years. Prior to forming Bauer Leadership Consulting Group, Brent worked in the commercial printing industry serving companies in New York, Atlanta, Orlando, and Birmingham markets. His passion is to help business leaders add-value to their organizations by identifying key growth areas in their own leadership and management approach, while also helping them set and achieve development goals in all areas of leadership, so that they can help their organizations reach the next level. Brent is a proud affiliate of The John Maxwell Team, serving as a certified speaker, leadership trainer, and professional coach.

7. OBLIVIOUS: Great Leaders Raise Awareness

The Law of the Lid

Brent Bauer

THURSDAY, FEB. 16 • 12:30–1:45

This module will challenge leaders at any level to consider the impact of their own development as leaders on those they endeavor to lead. It will explore the organizational impact of a failure to address blinds pots in leadership technique, while providing participants with measures to help them grow in their leadership awareness.

20. COPIOUS: Great Leaders Multiply

The Law of Explosive Growth
& The Law Legacy

Brent Bauer

FRIDAY, FEB. 17 • 12:30–1:45

No one lives forever. The greatest leaders leave a lasting mark on their world by intentionally developing leadership ability in those they lead, helping them maximize their influence TODAY as their organization gains momentum.

Wide Format



Skip Grant

President, Skip Grant Productions

Skip Grant is an internationally known wide format industry leader that has guided and motivated dealers, franchises, manufacturers and end-users from around the world. For more than 30 years, he has dedicated himself and his employees to helping thousands of companies implement digital printing & cutting capabilities in the sign, screenprint, label and digital printing industries. As an industry expert, business owner, consultant and motivational speaker- his energy, purpose and passion for what he does is evident in his authentic style of teaching and inspiring people about the incredible opportunities with digital print & cut technology. He can be reached at 800-Ask-Skip (800-275-7547) or skip@skipgrantproductions.com.

3. 100 Ways to Make Money with Wide Format

Skip Grant

THURSDAY, FEB. 16 • 10:30–11:45

A crash course on everything you can do with wide format roll to roll printers & cutters along with a segment of how UV Flatbed units have added immense opportunity

16. Print on Anything!

With UV curable Flatbed Printing

FRIDAY, FEB. 17 • 10:30–11:45

Skip Grant

This Course is an amazing display of how the jump up to UV Flatbed printing is changing everything. Not only does it radically change what substrates we can print on, but our ability to sell past the sign & graphics market into exciting applications like interior design and décor! This technology has finally become affordable and easy to use and new substrates in papers, metal, wood & plastics are changing everything!

24. Print & Cut Done Easy!

Skip Grant

FRIDAY, FEB. 17 • 2:00–3:15

This is a course designed to help everyone understand all aspects from initial selling, specifying & pricing strategies all the way through production and ending on final installation tips and tricks! People who are developing their shop really like this one as they already know what they can do, but need guidance and enthusiasm in setting it up the right way!



SERIE DE SEMINARIOS EN ESPAÑOL

Inscríbese hoy mismo en www.GOAexpo.com

JUEVES

8:30-9:45 RICARD CASALS

E1. Indicadores De Productividad Y Su Influencia En La Estrategia De Ventas

10:00-11:15 RAINER WAGNER

E2. Las Últimas Novedades De Equipos Y Materiales Presentados En Drupa, Alemania

11:30-12:45 DAVID F. CASTRO

E3. Impresión Digital Respondiendo A Las Nuevas Necesidades Del Dueño De La Marca

13:00-14:15 JAIME OJEDA

E4. Desafíos Y Oportunidades Para La Imprenta Familiar

14:30-15:45 JAUME CASALS

E5. Cálculo Correcto De Los Costos Horarios De Producción

16:00-17:15 DAVID CASTRO

E6. Generando Volumen De Impresión En Empresas Con Impresión Digital Y Convencional

VIERNES

8:30-9:45 JAIME OJEDA

E7. Los Fundamentos Para La Gestión Exitosa De Una Imprenta

10:00-11:15 RAINER WAGNER

E8. Tecnologías Innovadoras Nuevas De La Industria Gráfica Impresión 3D En Cartón Y Terminación Digital

11:30-12:45 RICARD CASALS

E9. Recursos Humanos Y Capacitación: Base Para El Progreso

13:00-14:15 RAINER WAGNER

E10. Los Nuevos Estándares De Sostenibilidad Para La Industria Gráfica

14:30-15:45 RICARD CASALS

E11. Pre-Prensa: Origen De La Eficiencia En Prensa.

16:00-17:15 CARLOS ALVARADO

E12. Impresión De Empaques Offset O Flexo, RGB, O CMYK, Espacios De Color Y Sistemas De Impresión

SABADO

9:00-10:15 RICARD CASALS

E13. Aumento De Ventas Diversificando Con Servicios De Valor Agregado

10:30-11:45 LUIS REYNOSO

E14. Vende Impresos En Línea

12:00-13:15 CARLOS ALVARADO

E15. Las 5 Reglas Indispensables Para Reproducir Color Con Alta Calidad Y Rentabilidad Independiente Del Sistema De Impresión

13:30-14:45 LUIS REYNOSO

E16. Gerentes Innovadores En Las Imprentas Latinoamericanas

SESIONES EXTRA

Venda más con láminas de transferencia de calor

Los acabados metálicos y papel de aluminio son muy populares en el diseño de prendas de vestir, pero pueden ser intimidantes al crear. Esta clase le ayudará a sentir confianza añadiendo papel aluminio de transferencia de calor como parte de su oferta de productos. Únase a nosotros para aprender acerca de CAD-CUT® Adhesive y Heat Transfer Foil en esta sesión enfocada y llena de contenido para propietarios de cortadoras de viniles.

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For complete information on all seminars presented in Spanish, visit www.GOAexpo.com



Live!
American
Graphics
Institute

Learn from the authors of the best-selling Digital Classroom book series!

For more information, visit us at www.AGItraining.com

OPENING SESSION

1. **Adobe Creative Cloud: New Features & Productivity Enhancers** **Jennifer Smith & Greg Heald**

THURSDAY, FEB. 16 • 9:00–10:15

Discover what's new in the powerful Adobe CC. With new, connected Creative Cloud apps and services, you have all the tools and assets you need to create amazing work across desktop and mobile devices. Find out ways to improve your design and publishing workflow, by taking advantage of features that will allow you to collaborate more easily with teams and clients, and how the combinations of tools in the cloud can help you work more efficiently and creatively. In this session you also discover new features specific to CC in Photoshop, Illustrator, and InDesign.

Adobe Creative Cloud

4. **InDesign Essential Techniques**

Greg Heald - THURSDAY, FEBRUARY 16 • 10:30–11:45

New and experienced users will benefit from attending this session that highlights the best methods for completing essential tasks in InDesign. In this session you discover how to take advantage of important tools, as well as find out how to create single and multiple page documents with ease. You also find out how to use master pages, work with type and graphics, as well as share your documents with others.

8. **Designer's Power Hour**

Greg Heald - THURSDAY, FEB. 16 • 12:30–1:45

How do you design quickly and easily using multiple applications in the Creative Cloud? In this session you learn the secrets for combining images in Adobe Photoshop quickly using gradient masks and blend modes. You also find out how to combine those images into other products such as Adobe Illustrator and Adobe InDesign. You discover how to maintain silhouettes, transparency, blends and more throughout your design process. Get up to speed with Adobe CC's new capabilities and powerful features that extend your creative power and allow users to work more freely and efficiently.

11. **InDesign For Print, Web & Tablet: Real World Production Workflows**

Greg Heald - THURSDAY, FEBRUARY 16 • 2:00–3:15

Learn all about production workflows and how to efficiently create content that can be distributed across multiple platforms and formats. Here, methods on how to effectively create content to distribute in print, online, and on tablets will be discussed.

13. **Adobe Acrobat & PDF Print Production Techniques**

Greg Heald - FRIDAY, FEBRUARY 17 • 9:00–10:15

Find out how to create electronic brochures, magazines, and portfolios. You'll also find out how to consistently create PDF files for graphics and prepress, edit text in PDF files, specify colors and color separations in PDF files, and update graphics within PDF file. This course is designed for individuals who need to generate separations and plot high resolution film or plates from PDF files.

17. **Illustrator Print Production Tips & Tricks**

Greg Heald - FRIDAY, FEBRUARY 17 • 10:30–11:45

Discover ways to prepare, check, and edit Adobe Illustrator artwork for use in print. This session will show you how to work with process and spot colors, and handle strokes and fills to allow for misregistration on press. You will also discover the best methods to integrate Illustrator files with Photoshop and InDesign documents so that you have the correct resolution and color separations. Whether creating small die-cuts or large wide-format designs, attendees will benefit from practical guidance on how to effectively prepare.

21. **Coding Essentials: Fundamentals Of Website Coding**

Greg Heald - FRIDAY, FEBRUARY 17 • 12:30–1:45

This session is for those who are new to, or have limited exposure to code for the web. This is your opportunity to get an introduction to languages of the web. In this class you will discover how to create simple code as well as understand principles behind the code which are practical for creating or managing websites and HTML email.

25. **InDesign Print Production Techniques**

Greg Heald - FRIDAY, FEBRUARY 17 • 2:00–3:15

This session covers essential techniques for working with fonts, graphics, and color, along with considerations for handling InDesign effects. Attendees will also learn practical tips and suggestions that make it easier for working with, and printing, all types of InDesign documents.

Register now at GOAexpo.com



Greg Heald

Training Manager,
American Graphics
Institute (AGI)

Greg Heald has more than 20 years of practical design and production experience in both Web and Print environments. He has served as a contributing author or editor on a number of books, including the recently-published Illustrator CC Digital Classroom, Real World Adobe Acrobat, and several in the Classroom in a Book series for Adobe Press. Greg is an Adobe Certified Expert in Photoshop, and has contributed to the development of Adobe's certification exams. With more than a decade of experience as a professional software instructor, he has provided in-depth training for such prominent clients as Verizon, L.L. Bean, and Reebok. Greg holds a degree in Advertising Design from the acclaimed College of Visual and Performing Arts at Syracuse University.



Jennifer Smith

Author, Vice President,
American Graphics
Institute (AGI)

Jennifer Smith is a noted web and graphics technology expert. She is the author of more than one dozen books on digital imaging and Web publishing, including Photoshop CC Digital Classroom, and the Adobe Creative Suite CC Design Premium for Dummies. She has done extensive work for corporations such as Adobe Systems and Microsoft, and last year traveled more than 100,000 miles visiting clients in Europe, Asia, Africa, and all around the United States. Jennifer also works extensively on UX Design and the creation of interactive applications and sites, and is cofounder of AGI Training. Visit JenniferSmith.com or follow Jennifer on Twitter @jsmithers to learn more.

Photoshop & Design

5. Design Fundamentals That Everyone Can Use

Jennifer Smith - THURSDAY, FEBRUARY 16 • 10:30–11:45

Find secret tricks of the trade to help you design items that are visually pleasing and effective at communicating. Find out how you can take advantage of basic design principles to help your designs to become more clean and focused. In this session we cover design proportions that work in design of anything, print, posters, web, mobile and more.

9. Photoshop CC: Essential Techniques

Jennifer Smith - THURSDAY, FEBRUARY 16 • 12:30–1:45

No matter how long you have used Photoshop you will get something useful from this session. Discover essentials tips and tricks that you wish you had discovered years ago. Topics include basics such as file size, cropping, selections, color correction, and progress into selections and masking. Included are tips and tricks to help you perform many other tasks easily. This session is jam-packed with information that is hard to find, but is incredibly valuable for all users. This session can also serve as the foundation for new users who want to attend our more advanced Photoshop sessions

12. Effective UX Design Tools: Concept To Visual Design

Jennifer Smith - THURSDAY, FEBRUARY 16 • 2:00–3:15

In this session you will discover how to use the tools in InDesign, Photoshop, and Adobe Illustrator to build website wireframes and more. Find out how UX pros use these essentials tools in order to wireframe a website and demonstrate interactivity. In this session you find out how to build pages in InDesign, Illustrator, and even Photoshop that represent separate screens and allow for a clickable prototype of your website design.

14. Photoshop Print Production Tips & Tricks

Jennifer Smith - FRIDAY, FEBRUARY 17 • 9:00–10:15

When going to print, precision is the key. Printed images require extra care in masking and color which can vary depending upon the output format. If you use Adobe Photoshop for print production, this session is for you. Find out how to create custom color settings for your press, and then apply those settings to produce accurate color. Discover how to create precise masks and how to correct images using curve controls. Whether creating wide-format images, wraps, or much smaller images for brochures and magazines, attendees will learn practical advice to quickly and easily make certain images look their best when printed.

18. Designing Art For Print & Web Using The Creative Cloud

Jennifer Smith - FRIDAY, FEBRUARY 17 • 10:30–11:45

In this session discover how you can create artwork that is optimized for both print and web use. Find out which formats are best to use, along with resolution requirements and quality considerations based upon how images need to be used. You will also discover tips and tricks to help you take advantage of transparency and blending modes that work in print and web artwork. This session is a must have for graphic designers who work in both print and web environments.

22. Getting Creative With Illustrator & Photoshop

Jennifer Smith - FRIDAY, FEBRUARY 17 • 11:230–1:45

If you are a Photoshop or Illustrator user, this advanced session will save you hours of work. In this session we show you how to take advantage of hard-to-find keyboard shortcuts and other productivity enhancers in Photoshop and Illustrator, and InDesign. You will find out how to work with symbols, smart objects, graphic styles and more. You will also find out how to create more interesting type effects in Photoshop and Illustrator by mastering features such as effects, strokes, outlines and more. This session also show you how to styles of graphics, text, tables and more in order to speed your workflow as well as keep your designs consistent.



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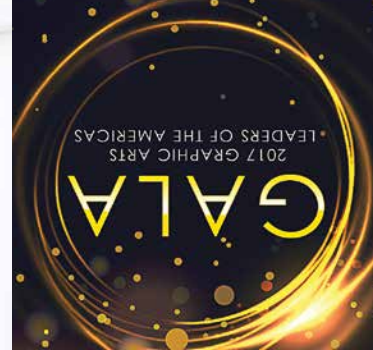
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