



Honours Class in Flexible Packaging



arteveldehogeschool
LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

Going back in time

...



arteveldehogeschool
LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

At first ... summerclasses



2008 - 2009 - 2010 - 2011

- ◆ Intensive softwaretraining (1 or 2 weeks)
 - Technical preparation
 - DeskPack plug-ins
 - Neo
 - ArtPro
 - Studio Toolkit
 - Workflow related
 - Nexus
 - Odystar
 - BackStage
- ◆ Target audience
 - Graduate students who have just got their degree
 - Mainly directed towards technical degree programmes



Later on ... a masterclass



2014

The studious and creative student gets new insights which facilitate increasing employment opportunities and exceling in business.

- ◆ **Coherent deepening programme** focused on a segment that offers growth opportunities in the graphical and multimedia market:
 - Publishing techniques, ePub, etc.
 - Web-to-print
 - Packaging
 - 3D-printing
- ◆ 2 weeks' period following June's exam period

Academic year 2013 - 2014

Packaging

◆ Cooperation



- ◆ Esko is a global supplier of integrated solutions for the packaging and label, sign and display, commercial printing and publishing industries
- ◆ Location
 - Instruction and demo rooms Esko (Gent)
 - Training by professional masters in their field of expertise

Audience and selection

CMD - GMT - GMM

- ◆ 10 students
- ◆ CrossMedia Design - Graphical Media Technology - Graphical Media Management
- ◆ Selection criteria
 - Motivation
 - Creativity, inventiveness
 - Study results
 - Commitment in the course of the academic year
 - Eagerness to learn

Preparatory work

- ◆ Market segment in bird's eye view
 - Packaging market: general ideas
 - Supplier(s)
 - User(s)
- ◆ Elaboration model
 - Basis "Color Pouch" demo Esko

Esko Demo Library You're logged in as Berth, Luc (LUCBERT)

My Work | ASSET BROWSER | Projects | Search | My WebCenter | Upload

Project: drupa Story 1 - Entry Level 3D Packaging Design Status: Active

Manager: Tielemans, Bart (BART)
Customer:
Due On: Jan 1, 2013
Modified: Oct 17, 2013
Description: A simple tray (Studio Toolkit for Boxes) with pouches (composed in Studio Visualizer)

Documents (18) | Tasks (0) | Discussions (0) | Characteristics | Attributes | Project Information | Approval | Notifications | Members

Documents (8)	Documents (3) Actions	Version	Approval
Project Documents (0)			
Artwork (3)			
Demo Script (1)			
Images (4)			
MockUp (3)			
Movie (1)			
Settings (1)			
Structure (5)			
	<input type="checkbox"/> Color-image.ai (8.8MB)	1	May 29, 2012 at 10:48 Tielemans, Bart (BART)
	<input type="checkbox"/> ColorPouch.ai (18MB)	1	May 29, 2012 at 10:48 Tielemans, Bart (BART)
	<input type="checkbox"/> ColorTray.ai (12.5MB)	1	May 29, 2012 at 10:48 Tielemans, Bart (BART)

Total Documents 18 Hide Thumbnails Show as Grid



Programme week 1

23/6 - 27/6

Day	Content	Approach
Monday	Intake students , survey of the 2 weeks' programme Presentation individual design Presentation Esko and the instructors Presentation of the packaging market	
Tuesday	Visit of a packaging printing company, convertor Preflighting packaging Packaging Prepress (CAD, white underprint, S&R, ...)	Company visit Theory/demo Hands-on
Wednesday	Packaging Prepress: students process their own design correctly Trapping	Theory/demo Hands-on
Thursday	3-D conversion Studio software: students convert their own design in 3D	Theory/demo Hands-on
Friday	Visit of a packaging printing company, convertor Completing Packaging Prepress and 3D previews	Company visit Hands-on

Segers en Balcaen (Liedekerke), Du Caju Printing NV (Erpe-Mere)

Programme week 2

30/6 - 4/7

Day	Content	Approach
Monday	Versioning and variable data WebCenter , supply chain collaboration: how do client and company monitor the job?	Theory/demo Hands-on
Tuesday	Web centre: students supply their own design Workflow and automatization	Theory/demo Hands-on
Wednesday	Workflow and automatization: students supply their own design to workflow Colour management and proofing	Theory/demo Hands-on
Thursday	Flexographic platemaking , hardware, software, workflow Students expose their own design	Theory/demo Hands-on
Friday	Company visit flexible packaging service provider Closing of the masterclass and certification	Company visit

Athena Graphics (Roeselare)



Getuigschrift Masterclass 2014

Flexible Packaging Prepress

ingericht door Esko en Arteveldehogeschool Grafische en Digitale Media

heeft het volledige traject van de masterclass doorlopen.

De masterclass nam twee weken in beslag van maandag 23 juni tot vrijdag 4 juli 2014.

Volgende onderwerpen werden aangesneden:

Packaging Market, Packaging Preflight, Technical Prepress, 3D Virtual Mock-ups, Design Versioning, Supply Chain Collaboration, Workflow en Automation, Color Management, Proofing, Flexo Platemaking.

De Esko Suite 12 software werd in elke fase van de masterclass ingezet.

In het kader van de Masterclass werden 3 bedrijven bezocht:

Flexible packaging converter

Folding carton converter

Flexible packaging service provider



Esko

ESKO 

Arteveldehogeschool
Grafische en Digitale Media


arteveldehogeschool
University of Applied Sciences

Jan De Roeck
Marketing Director

Luk Bouters
Opleidingsdirecteur/Dean

Proud to have got the certificate ...



Honours Class 2015



arteveldehogeschool
LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

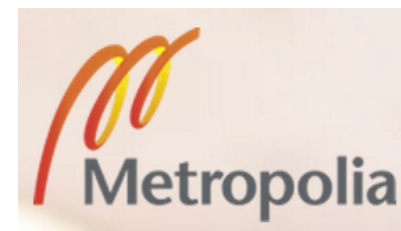
New INTERNATIONAL approach



University of
Zagreb



University of Ljubljana



Content Honours Class 2015

- ◆ **Packaging** as a constant growing market segment in the graphical industry
- ◆ The sector continues to drive forward packaging innovation globally, including areas such as disposability and recycling capabilities.
- ◆ Highlighting the production of **flexible** packaging
- ◆ Mainly focusing on the **prepress** and **file handling** related topics

Weekdays' programme

- ◆ Professional trainers of Esko teach students to work with the specialized software packages of the major provider of prepress software for the packaging industry in the world, Esko.
- ◆ We let students experience how flexible packaging is technically prepared and printed.
- ◆ Students will gain insight into the proofing and platemaking process of flexography.
- ◆ Students will learn how this software is put to use in the work field. We will therefore visit 3 major companies involved in preparing packaging artwork and printing plates, extruding plastics, printing on plastic film and cardboard.



Programme week 1

Monday, 22nd June

- ◆ Presentation Esko
- ◆ Presentation of personal report and resources
- ◆ Considerations on Packaging Market
- ◆ Structural Design, technical terms and demo

Tuesday, 23rd June

- ◆ Visit Flexible Packaging Converter
- ◆ Preflight for packaging + hands-on
- ◆ Packaging Prepress (CAD, White Underprint, Barcodes, Step and Repeat,...)

Wednesday, 24th June

- ◆ Packaging Prepress continued + hands-on
- ◆ Packaging Prepress (Trapping) + hands-on

Thursday, 25th June

- ◆ 3D Tools in Studio
- ◆ 3D Studio, Toolkits + Store Visualizer + hands-on

Friday, 26th June

- ◆ Visit Folding Carton Converter
- ◆ Finalize prepress and 3D previews + hands-on

Programme week 2

Monday, 29th June

- ◆ Design Versioning
- ◆ Smart template + hands-on
- ◆ Supply Chain collaboration in WebCenter
- ◆ Presentation own design in WebCenter + hands-on

Tuesday, 30th June

- ◆ Presentation own design in WebCenter + hands-on continued
- ◆ Workflow and automatization, design own workflow

Wednesday, 1st July

- ◆ Workflow and automatization, design own workflow continued
- ◆ Color Management and proofing, theoretical background
- ◆ Color Management and proofing hands-on: digital proof of own design

Thursday, 2nd July

- ◆ Flexo plate making hardware, software and workflow, theoretical background
- ◆ Flexo plate making hardware, software and workflow, theoretical background
- ◆ Flexo plate making own design

Friday, 3rd July

- ◆ Visit Flexible Packaging Service Provider
- ◆ Closing session and Certification

Honours Class students will have ...

- ◆ Experienced how flexible packaging is technically prepared and printed;
- ◆ Worked with the specialized software packages of the major provider of prepress software for the packaging industry in the world, namely Esko;
- ◆ Gained insight into the proofing and platemaking process of flexo;
- ◆ Visited 3 major companies involved in preparing packaging artwork and printing plates, extruding plastics, printing on plastic film and cardboard;
- ◆ Established an interesting network of working contacts with packaging professionals.

Evenings' and weekend's programme

- ◆ Students enjoy the company of their peers in ...
- ◆ exploring the historical and cultural sites in the [city of Ghent](#)
- ◆ being submerged in one of the biggest European music festivals:
www.rockwerchter.be

**ROCK
WERCHTER**
25-28 JUNE 2015



Who is the masterclass intended for?

- ◆ Ambitious and talented students in the academic year prior to graduation
- ◆ Students mastering the different software packages for administration (Microsoft Office) and graphical design (Adobe Photoshop, Illustrator and InDesign)
- ◆ Students having a general understanding of the different production steps, processes, functions, software and machinery involved in printing
- ◆ Students knowing about different file formats used in the graphical production process, especially PDF

Extra selection criteria

Each participating university determines which study degree applies to the Honours Class

The following criteria might come in handy to select applying students:

- ◆ social attitude (helpful to other students, willing to share knowledge, ...);
- ◆ hard working and committed to obtain the degree;
- ◆ thinks out of the box and has a creative attitude;
- ◆ obtains good credits (though this is not the main condition!);
- ◆ personal interest and eager to know more about programmes used for packaging prepress.

Milestones

- ◆ 01 June 2015 Upload preparatory work
- ◆ 22 June 2015 - 03 July 2015 Honours Class
- ◆ 15 July 2015 Upload debriefing assignment

Practical issues

- ◆ Students apply via their home coordinator.
- ◆ The 10 days' Honours Class itself is free of charge
- ◆ Students only have to pay for their transport to, from and in Ghent/Belgium, their accommodation in Ghent and all individual expenses.
- ◆ English will be the language of tuition. Students are supposed to master the B1 level of English. All preparatory work and debriefing assignment as well should be completed in English.
- ◆ Having met all predetermined standards students' participation will be certified by Esko and they will have gained 12 ECTS.



Any questions?



arteveldehogeschool
LID VAN DE ASSOCIATIE UNIVERSITEIT GENT



Linda Bogaert
Departmental International Coordinator
Graphical and digital media
Artvelde University College Gent - Belgium
linda.bogaert@arteveldehs.be