SESSION	LESSONS
SESSION 1: **Printing Business Overview**	• Understand audience exiting business • Understand latest Printing Business Trends • Integrating Printing Application in marketing communication channels • Reflect Printing Business Trends in your own business • Develop new startup business ideas linked to the latest Industry trends
SESSION 2: **Digital Printing Applications**	• Understand Different Printing Domains like Photo Printing, Decor, Packaging, Commercial Printing • Understand the importance of customized and personalized printing • Understand how to add value to your business through Digital Printing Applications • Case Studies and best business practices • Understand the value chain of developing Digital printing applications
SESSION 3: **Understand Digital Printing Technologies**	• Choose the right Technology for the right Printing Application. • Explore different Print Media types with relation to printing applications • Explore Finishing options to produce the final usable Print application • Hands-on demonstration of printing applications.
SESSION 4: **How To start your own Printing Business**	• Understand how to start your own printing business. • How to find your target customers and market your business • Estimating your initial investment • how to calculate you Return on investment
ASSIGNMENT: **Photography Showcase**	• Participants will apply their knowledge by developing a digital printing application, considering usability, personalization, customization, and other creative business ideas. They can choose the application type, such as photo, packaging, labels, décor, or direct mail. Additionally, they must select the appropriate Canon technology (Colorado, Arizona, imagePRESS, or imagePROGRAF), printing media (flexible, rigid, coated, or uncoated), and finishing options (trimming, die-cutting, lamination, etc.).Candidates can utilize available customer experience centers at Art Plus for trials, with support from the Art Plus and Canon teams for any inquiries. They are encouraged to reflect workshop learnings in their projects. The final applications will be showcased at the Closing Ceremony Gallery.
CLOSING CEREMONY: **Portfolio Presentation and Showcase**	• This session marks the culmination of your journey. Compile and present a portfolio showcasing the print jobs learned, demonstrating proficiency in print solutions for photography and interior décor. Celebrate the insights gained and foster creativity in your print projects. Receive a Certificate of Completion and valuable feedback to fuel your passion for storytelling.