

## EAGER TO KNOW MORE?

If you are interested in this Honours Class in Flexible Packaging kindly apply via your home coordinator.

Extra specifications you should know:

- The Honours Class itself is free of charge.
- Day one involves a visit to Drupa 2020 in Germany. The admission ticket ([www.drupa.com](http://www.drupa.com)) and other costs are at your expense.
- You get a free lunch, though only during lecture days, at the premises of Esko.
- You only have to pay for your transport to, from and in Ghent/Belgium, your accommodation in Ghent and all individual expenses.
- English will be the language of tuition. You are supposed to master the B1 level of English. All preparatory work as well the debriefing assignment should be completed in English.
- Having met all predetermined standards your participation will be certified by Esko and you will gain 9 ECTS credits.
- Interested?  
Contact the international office at your campus!

## CONTACT AT YOUR HOME UNIVERSITY

[Senecaabroad@senecacollege.ca](mailto:Senecaabroad@senecacollege.ca)

## MILESTONES

### 02.03.2020 – Deadline Application

Inform your home coordinator who will grant your application or not.

### 20.03.2020 – Start Preparatory Work

Examine different packages and download template files to produce your personal design.

### 01.06.2020 – Upload Preparatory Work

Upload your design and other preparatory work.

### 21.06.2020 – Meet and Greet

Join a social event and historical tour in Ghent.

### 22.06.2020 until 03.07.2020 – HONOURS CLASS

First day: visit Drupa (Germany). Professional instructors of Esko guide you through the training.

### 15.07.2020 – Upload debriefing

Write and upload your debriefing assignment.



## ORGANIZING UNIVERSITY COLLEGE

### Arteveldehogeschool

Industrieweg 232  
9030 Mariakerke (Belgium)  
Web: [www.arteveldehs.be](http://www.arteveldehs.be)



### Partner in industry: Esko

Kortrijksesteenweg 1095  
9051 Gent (Belgium)  
Web: [www.esko.com](http://www.esko.com)



# THE 2020

22 June 2020 until 03 July 2020

# HONOURS CLASS

IN

# FLEXIBLE PACKAGING



## WHO IS IT INTENDED FOR?

Any ambitious and talented student in the academic year prior to graduation is welcome to this class.

- Do you master the different software packages for graphical design, specifically Adobe Photoshop and Adobe Illustrator?
- Do you have a general understanding of the different production steps, processes, functions, software and machinery involved in printing?
- Do you know the different file formats used in the graphical production process, especially PDF?
- Are you technically and creatively oriented and eager to work with different software packages?

**Having answered 'yes' to all questions listed above, you have found the perfect match!**



## WHAT IS THE HONOURS CLASS ABOUT?

The honours class aims at highlighting the production of packaging, mainly focusing on the prepress and file handling related topics.

We highlight packaging as being a constant growing market segment in the graphical industry driven by global innovation, including areas such as disposability and recycling.

The Graphical and Digital Media department of Artevelde University of Applied Sciences in Ghent ([www.arteveldehs.be](http://www.arteveldehs.be)) organizes this class in cooperation with Esko.

Esko ([www.esko.com](http://www.esko.com)) is a global supplier of integrated solutions for the packaging and label, sign and display, commercial printing and publishing industries.

The training itself will be provided by the professional trainers of Esko and logistically supported by staff of Artevelde University College Ghent.

## WHAT TO EXPECT?

- This year's special event is our visit to Drupa 2020 in Germany. This is the place to be for cutting edge technology and innovative solutions. You will experience how packaging and printing in general are closely related to the future.
- You will be trained to work with the specialized software of the major provider of prepress software for the packaging industry in the world, Esko.
- You will gain insight into the proofing and platemaking process of flexo.
- You will visit three important companies involved in preparing packaging artwork and printing plates, printing on plastic film and cardboard.



**During the weekend and in the evenings you can enjoy the company of your peers while exploring the historical and cultural sites in the city of Ghent.**

