

Preparing to publish?

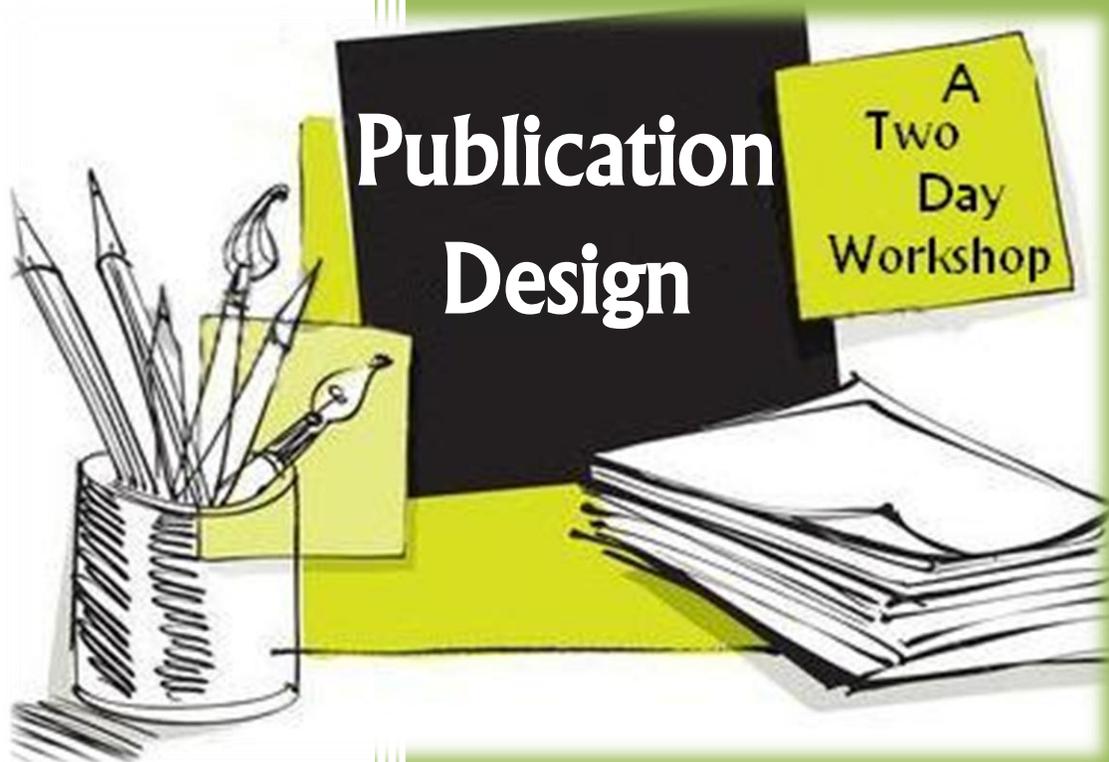
Eager to know some techniques and key factors for developing and printing a publication?

---Then, it's time to attend this training!!

*Design it better,
Design it yourself!!!*

June 19-20, 2012

LAHORE



CHURCH WORLD SERVICE
Pakistan / Afghanistan

Publication Design

WHAT IS THIS COURSE ABOUT?

Does it take a lot of your time and effort to engage with designers and printing professionals? Does your publication work usually go over deadline and budget?

In most of cases, the answer is a “Yes”.

Publication is a pivotal tool for marketing, advocacy, and fundraising activities such as running awareness campaigns or updating your upcoming and on-going events. Almost all civil society organizations engage in printing and publishing of different materials ranging from business cards to catalogues, newsletters, journals, bulletins, brochures, informative booklets, leaflets and annual reports for different purposes. It is a well known fact that developing these materials requires specific expertise. This expertise is easily available in the market, but unfortunately it is very difficult to deal with the publishing personnel without having the specific knowledge. Most of the CSOs spend a lot of their valuable time in communicating with publishers regarding designing, printing and costs of the publication. Furthermore, it is usually hard to get the ideal design and layout within the allocated budget. The fact is that by understanding some basics of design and printing process, it becomes easier to deal with the publishing professionals.

In order to address this core issue, CWS-P/A is offering training on various components of **Publication Design** including budgeting and basics of printing process. It aims at raising the knowledge base of the participating organizations about the work of publishing professionals and improving their publishing outputs.

What will you learn?

Following will be the key learning from this training:

- Introduction to basics of publication design.
- How to budget and control the cost of publications.
- The basics of printing process and the work of Publishing Sector
- Keys to overcome the difficulties in publishing and improve their publishing outputs.

After attending this short training, participants will have a thorough understanding of printing process and its implications on design and budget.

How will you learn?

The training will be organized in a well established printing press to create a practical atmosphere. You will experience the printing process through a guided tour of the printing press. The training will be purely interactive with an open discussion among the trainers and participants. For active learning, you will be involved in interesting hands-on exercises and provided with hand-outs of the training content to keep with for future use.

Workshop language will be English and Urdu.

Note: You are required to bring laptops for hands-on exercises.

Workshop Focus

The workshop would provide insight on the following aspects;

Module 1: Basics of Designing

In this module, you will be able to critically appraise and appreciate a publication design. You will work with large sheets of papers to



Publication Design

understand various possibilities of publication sizes. You will also learn combinations and contrasts of basic colors as well as effect of negative spacing through interesting hands-on exercises.

Module 2: Text Handling

This module is all about handling the text in publication. It will focus on the font size hierarchy, column size and composition of the overall text.

Module 3: Dealing with Visuals

The importance of visuals and how to add pictures, cartoons and graphics in your publications will be covered in this module.

Module 4: Printing Process

Why is it important to understand printing process? How does it impact your decisions about the design of publication? What type of printing paper should be used for which type of publication? The module will answer all the questions with introduction to the three stages of printing: pre-press, press and post-press.

Module 5: Budgeting a Publication

What factors to keep in consideration when budgeting a publication? You will learn the tips on developing a budget for publication cost.

Who should attend?

The training is designed for all international and local civil society organizations. It will be especially useful for people from publication, marketing, advocacy and operations department. The training is suitable for all levels of experience as it will cover the basic to advance level of knowledge and techniques.

Resource Person

Mr. Tahir Mehdi is the resource person for the workshop. Tahir combines his education and training in visual arts with his experience in both print media and civil society to produce effective publications and communicative advocacy materials. He is known as an expert in publication layout design and has worked with a number of leading organizations of the country over past two decades. He understands the specific context in which the civil society organizations work and is well versed with the limitations that they face as well as the liberties that they have. His approach towards training is very practical and based mainly on interactive hands-on exercises.

INVESTMENT

The participants have to contribute Rs. 5000/- (Five Thousand Only) including training material, lunch and tea. The amount should be paid in advance through pay order/ demand draft drawn/ cross cheque in the name of "Capacity Building program-CWS". If an applicant pays on the day of the event, he/she will be charged Rs. 6000/- The amount **does not** include accommodation cost and travel cost of the participants to and from the venue.

LOCATION

LAHORE

*Venue will be shared with the confirmed participants

Note: Pick and drop facility to the venue will be provided by CWS-P/A. Picking Point will be shared with the confirmed participants.

REGISTRATION PROCESS

Any eligible person can apply with the application form attached, or downloading form from

www.cwspa.org/resources/training-calendar

If you wish to nominate any person(s) from your organization or among your partners, kindly fill the attached application form. Please ensure to send back the filled form with the complete required information (as per instruction) at any of the following by June 11, 2012

CWS-P/A, P.O Box 5126, Lahore

Fax: +92-42-35169047

Email: nosheen@cwspa.org.pk

Website: www.cwspa.org

For more information, Contact:

Nosheen Faiz

Project Officer (CIP)

Tel: +92-42-35169024, +92-42-35175455

Selected Participants will be informed via confirmation letter at the earliest.

In case of Cancellation/Postponement

CWS-P/A reserves the right to cancel or postpone the training if circumstances require. Registered participants will be informed with 100% amount refund. In case a participant fails to appear in a workshop or is withdrawn by the nominating organization, no full/partial refund of fee will be possible.

Disclaimer

CWS-P/A shall not be made liable for any damage, loss, illness, injuries, or death that may occur to the participants during the

course of training or travel to and from the training venue.

About Church world Service- Pakistan/Afghanistan

Church World Service-Pakistan/Afghanistan is an international nongovernmental organization which implements humanitarian and development activities across Pakistan and Afghanistan. Since 1954, CWS-P/A has worked for the development and relief of marginalized communities on the basis that all individuals irrespective of race, faith, color, sex, economic status, or political opinion have the right to choose how to live. The organization assists communities to achieve economic prosperity and improve human and social capital through participatory endeavors, which liberate families and enhance their capacities to take control over their lives. Committed to quality performance, human rights, right to access information, and right to complain, CWS-P/A ensures that its humanitarian and development initiatives provide communities with their pertinent right and authority over resources.

Projects are organized out of its three programs: Capacity Building Program, Disaster Management Program, and Social Development Program. CWS-P/A's thematic priorities include: disaster management; water, sanitation, and the environment; health; education; livelihoods; peace and governance; and quality and accountability.

Globally, CWS-P/A is part of CWS, Inc. and is registered with both the governments of Pakistan and Afghanistan. Locally, it has a distinct identity through its advisory board, diverse national staff, and strong linkages with local/regional networks and partnerships. It has multiple offices in Pakistan and Afghanistan and a network of close to four hundred partners.

CWS-P/A is ISO 9001:2000 (revised to ISO 9001:2008) accredited and certified in USAID



Management Standards. It is a full member of the Humanitarian Accountability Partnership and received HAP certification in 2011. CWS-P/A is both the Focal Point in Pakistan and the Regional Partner in Asia for Sphere. CWS-P/A is a member of the ACT Alliance and also a signatory to the Red Cross/Red Crescent Code of Conduct for NGOs in Disaster Relief.

Capacity Institutionalization Project

Capacity Institutionalization Project (CIP) is a long standing and mature program which has been operational in the field of capacity development for over a decade, and demonstrates clear ownership towards some of the partner CSOs through the various interventions in this program. Over the period, CWS-P/A has become a trend-setter in capacity building in the region by introducing and piloting new approaches and initiatives, from its strong follow-up mechanism, long term partnership, interactive theatre, online support to the packaged-approach of workshops.

The project has started its new phase in 2012 in response to some critical weaknesses observed over the previous phases. The issues, as elaborated below, are found to greatly restrict CSOs' capacities in contributing to an overall sustainable change.

- a) Rapid growing number of CSOs with internally weak management structures;
- b) Lack of contextual research data on key issues to promote advocacy on a sustainable policy level; and
- c) Limited capacity and lack of analytical and technical tools ensuring institutionalization.

With a careful analysis to the issues, the new CIP phase proposes to address the above mentioned problems with a holistic approach to capacity development of CSOs. The project

now emphasizes encouraging institutionalization within the participating organizations and building research capacity for promoting advocacy in their target communities to bring a more sustainable impact.

The new phase is committed to strive for the following three objectives, each introducing different sets of trainings/workshops as follows.

1) Improving Organizational Structures

- Vision and Long-term Strategies
- Resource Mobilization and Sustainability
- Organizational Culture and its Work value
- Standardization of Policies/Procedures/Accreditations

2) Enhancing Efficacy, Effectiveness, Transparency and Accountability

- Human Resource Management
- Financial Management
- Office Management
- Short Trainings Initiatives on:
 - 1- Publication Design
 - 2- Smart Internet Search
 - 3- Effective Use of Excel
 - 4- Basics of Research Statistics
 - 5- Development Photography
 - 6- Videography as a Project Tool
 - 7- Social Media and Networking

3) Effectively Influencing Public Policy and Resource Allocation Decisions

- Action Research
- Communication Strategies
- Thematic Sessions
- Social Mobilization -Theater for Development

CWS-P/A will continue to share the information of coming-up courses through our websites and emails. However, if you need further information, your queries are always welcome.