



## Key facts

**Industry**  
Television

**Company size**  
6000+

### Business challenge

The client recognised a need to train picture desk colleagues to create and optimise transmission photographs for both print and internet publication.

### Solution

Premier provided Adobe Photoshop and Image Ready training. This bespoke course was specifically tailored to meet the client's needs and train colleagues to an expert level.

### Results

The successful implementation of this training course enabled delegates to provide better quality images for print and internet publication. The client subsequently booked further training sessions.

### Interest areas

- Design Package Training
- Bespoke Training
- Instructor Lead Training

### Publication date

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## Premier provides training solution For major Television broadcasters

*Bespoke Adobe Design Suite training assists client run efficient online press picture desk*

### Customer overview

One of the UK's biggest and most popular television broadcasters, successfully operating for over fifty years. With offices spanning the UK and in several countries around the globe, this client employs well over 6000 staff worldwide.

### Business need

The client operates a members only website that hosts photographs taken during transmissions and filming. These photographs are used by tabloid and press publications, for articles and listings regarding certain aspects of the companies output. The picture-desk has full responsibility for the management of this website, including taking the photos, ensuring they are ready for publication and uploading them to the web. The client recognised a requirement to train their colleagues to ensure that they were proficient in all aspects of running a successful picture-desk.

### Solution

Premier supplied comprehensive Adobe Photoshop and Image Ready training for the client. Delegates attended Premier's Central London training centre, where one of our design suite experts provided a bespoke training course that was flexible to meet the requirements of the client.

The companies who accessed the client's members only website preferred images to be at least 300 dpi and 2 meg so that they could edit them for their required purpose without losing quality. Through one-on-one training in Adobe Photoshop delegates were given the required skills to source photo's and then ensure they were suitably edited. All relevant capabilities of the Photoshop suite were taught, ensuring that images provided by the clients photodesk were of the highest calibre.

Adobe Image Ready training was also provided by Premier so that the clients picture desk colleagues could prepare images for the web. This section of the training gave the delegates the skills required to ensure an image was suitable for hosting, add security features, make download times more efficient and all other facets of the package that were required.

### Results

Picture desk colleagues were trained to an expert level on all aspects of Adobe's Design Suite that were relevant to their particular role on the desk. The training gave them the ability to offer images and photo's of a greater quality for both print and web publication.

By providing Image Ready training Premier bestowed upon the client a more efficient working practice, as all staff had the technical knowledge to prepare and upload images. Due to the success of the training delivered, the client has subsequently booked further training sessions with Premier IT.

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