

Proofreading

Duration: 1 Day

### OBJECTIVES

Promotional information containing errors and ambiguities leaves potential customers feeling doubtful. This one-day course answers basic questions about grammar and some of the common mistakes and omissions that often slip through to printed material. The course allows plenty of practice throughout the day, and help you to develop a system for checking copy so that nothing is missed and your copy is crisp, correct and clear.

### PRE-REQUISITES

You should be working in a field such as marketing, design, publishing, or corporate communications, where checking copy and sending it to print is part of your role.

### COURSE OUTLINE

The basics

- Why proof-read?
- Introducing some of the basics of grammar, spelling and punctuation that people are often confused about
- Answering the questions about grammar and spelling you've always wanted to ask

What is proof-reading?

- A quick review of the various stages of publishing
- The purpose of proof-reading – more than grammar and spelling
- Communicating with the designer – useful proof-reading symbols

Being systematic

- Approach – checklists and reminders
- Dealing with graphics – design, tables, pictures and captions
- Facts and copyright – when to raise the alarm

Signing off

- Checks and double checks
- Tips for last minute changes

Questions and answers