



Packaging Artwork and Label Management Course: Artwork Workflow, Regulatory Copy and Proofing

24 – 28 May 2027

Dubai - Five-star CBD venue



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Ref: 1899_28519 **Date:** 24 – 28 May 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Packaging artwork and label management, covering artwork workflow, regulatory copy and proofing, is a 5-day course for regulatory, quality, marketing, artwork coordination and packaging development staff in consumer goods, pharmaceutical and cosmetics companies, who produce an Artwork Governance Plan for a case organisation. Wrong text, unreadable barcodes and superseded artwork files that reach the press lead to scrapped printed stock, launch delays and labelling recalls. Nominees already brief, check or approve artwork at work, and practise on case artwork files, copy decks and proofs seeded with errors. CoreConcept Training Center delivers this packaging artwork course.

Course Objectives:

- Map the packaging artwork lifecycle and assign marketing, regulatory, quality and design responsibilities with a RACI matrix
- Prepare artwork briefs, product master data records and copy decks that separate regulated text from marketing copy
- Control bilingual Arabic and English label copy and standardised symbols so every pack version carries verified text
- Run proofing checks with electronic text comparison, barcode grading, colour proofs and Braille and legibility checks before print approval
- Classify artwork change requests, trace versions to printed stock and analyse label errors with root cause and failure mode tools
- Design artwork management system workflow, KPIs and sign-off rules into an Artwork Governance Plan for a case organisation

Target Audience:

- Regulatory affairs staff responsible for approving mandatory label text and claim wording before packs go to print
 - Quality assurance staff responsible for artwork sign-off, label error investigation and printed component release
 - Marketing and brand staff responsible for pack design briefs, marketing copy and launch timelines
 - Artwork coordination staff responsible for routing files, tracking versions and managing printer handoff
 - Packaging development staff responsible for dielines, pack formats and printed component specifications
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Course Outline:

Day 1: Artwork Lifecycle Foundations and Current Process Assessment

- Packaging Artwork Lifecycle Map From Brief to Printed Component
- RACI Matrix for Marketing, Regulatory, Quality and Design Roles
- Artwork Error Taxonomy Covering Text, Symbol, Barcode and Colour Faults
- Trade-Level Recall Cases Traced to Labelling and Artwork Faults
- Current Artwork Process Audit Using Cycle Time and Rework Data

Day 2: Artwork Briefs, Master Data and Bilingual Copy Control

- Artwork Brief Template With Mandatory Fields and Approval Owners
- Product Master Data Record Linking Formula, Pack Size and GTIN
- Copy Deck Structure Separating Regulated Text From Marketing Claims
- Standardised Symbol Library for Recycling, Handling and Hazard Pictograms
- Bilingual Arabic and English Copy Matrix With Translation Verification

Day 3: Proofing Methods, Barcode Verification and Print Approval

- Electronic Text Comparison of Approved Copy Against Artwork Files
- Barcode Print Quality Grading to ISO/IEC 15416 and 15415
- Soft Proofs With ICC Profiles and Colour Contract Proofs
- Braille Text, Dieline Fit and Minimum Font Legibility Checks
- Printer Handoff Pack With Press Proof Sign-Off Criteria

Day 4: Artwork Change Control, Label Error Risk and Artwork Systems

- Artwork Change Request Classification by Regulatory and Supply Impact
- Version Traceability and Obsolete Printed Component Stock Control
- Label Error Root Cause Analysis Using Five Whys and Fishbone
- Failure Mode and Effects Analysis for High-Risk Artwork Elements
- Artwork Management System Workflow States and Digital Asset Metadata

Day 5: Case Study on Artwork Workflow and the Artwork Governance Plan

- Case Organisation Artwork Process Diagnosis From Audit Findings
 - Case Copy Deck and Bilingual Proof Review With Seeded Errors
 - Case Artwork Change Request Decision and Traceability Record
 - Artwork KPI Dashboard With Right-First-Time and Cycle Time Measures
 - Artwork Governance Plan Completion With Approval Sign-Off Matrix
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Skills You Will Gain:

- Artwork Brief Writing
- Copy Deck Management
- Bilingual Label Proofreading
- Barcode Quality Verification
- Colour Proof Evaluation
- Artwork Change Control
- Label Error Root Cause Analysis
- Artwork Workflow Design

Why Attend This Course:

- Deliver an Artwork Governance Plan for a case organisation to the quality, regulatory or marketing director as the basis for the unit's artwork procedure
- Decide whether a proof can be released to the printer, needs correction or must return to copy approval
- Avoid labelling recalls, scrapped printed stock and launch delays caused by wrong text, unreadable barcodes or superseded artwork versions
- Share the copy deck template, proofing checklist, change request form and KPI set with design, regulatory and supply colleagues

Conclusion:

Back at work, the participant hands the Artwork Governance Plan to the quality, regulatory or marketing director, who uses it to set one artwork procedure across brands and pack formats: who briefs, who writes regulated copy, who proofs and who releases files to the printer. Artwork coordinators apply its change request rules and version records to every new or revised pack. After the first launch or label change under the plan, the unit should review right-first-time proof rates, artwork cycle time and any label errors found after print, and adjust the steps that caused rework.

Frequently Asked Questions FAQ:

What should participants know before a packaging artwork and label management course?

Participants should already brief, write, check or approve pack artwork or label text at work. No design software skill is needed. Bringing an anonymised copy deck, proof or recent artwork change request helps them apply the case study to their own packs.

How does packaging artwork and label management differ from a food labelling or packaging technology course?

It covers how label content moves from brief to printed component: copy decks, proofing, print approval, change control and artwork systems. Food labelling courses define what a label must say, and packaging technology courses cover materials, testing and transport packs.

Why do label errors in packaging artwork and label management lead to recalls?

Label errors reach the market when superseded text, a missed allergen or an unreadable barcode passes proofing unnoticed. Products then need relabelling or withdrawal, so controlled copy, independent proof checks and version traceability stop most errors before print.

What do participants take back from the packaging artwork and label management course?

Participants take back an Artwork Governance Plan for a case organisation, with a RACI matrix, artwork brief and copy deck templates, a proofing checklist, a change request form and an artwork KPI set they can adapt to their own unit.
