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Sections Code: 21132

**Lab Hours:**  
 Wed. 8:00-10:50 p.m.

**Lecture Hours:**  
 Wed. 11:00-12:50 a.m.

**Office Hours:**  
 Tues.-Thurs.: 1:00-2:50

Laney College  
GRAPHIC ARTS DEPARTMENT

## Graphic Design Technology

**Course:** GRART 114, Graphic Design Technology

Spring 2012

**Units:** 3

**Prerequisite:** GRART 131 or 132, GRART 134, GRART 136

**Text Required:** *Print Production with Adobe Creative Suite Applications*, Claudia McCue, Peachpit Press ISBN 978-0-321-63683-6

**Materials:** Estimated Cost - \$50. The following is a list of possible tools and materials a student in this course might use. Actual items will vary with each student's choice of presentation methods but all projects will be expected to be presented showing the highest professional level possible compared with industry standards.

1. Notebook
2. 1-128 mb USB Drive
3. C-Thru brand graphic arts ruler or equivalent.

**Purpose:** Graphic Design Technology GRART 114, offers instruction in digital file preparation and pre-flighting. Both print graphics and electronically displayed graphics have very specific digital file requirements that must be understood and adhered to in order to obtain the best quality reproduction for the mass audience. This class will educate the graphic designer as to what those requirements involve in file production. Students will also be able to inspect files generated by other sources and determine if any correction is necessary. Students will be able to apply skills learned in page layout, drawing and painting programs.

**Student Learning Outcomes:** Upon completion of this course the student will be able to:

1. Inspect for completeness and correctness a third party digital file for print and electronic graphics
2. Develop a reproducible page layout digital file for print graphics using professional level graphics software
3. Produce a checklist of activities for the inspection of print graphic files.

**Objectives:** Students will be able to:

1. Construct a viable digital file for print and electronically display graphic projects.
2. Use preflighting software and components in fundamental graphic design software to inspect files for proper output capabilities.
3. Describe resolution requirements of images used for various digital output methods.
4. Describe various color modes and how they are used in digital output.
5. Package and deliver a digital graphics file for output to print or electronically displayed production.

**Course Content:** The following topics will be covered during the semester:

LECTURE CONTENT:	List Percents
File preparation standards for print	20%
File preparation standards for electronically display	10%
Image fundamentals and requirements	20%
Color modes	10%
Packaging files for output	20%
Visiting the Graphic Arts Service Provider	20%
LAB CONTENT:	List Percents
Creating digitally correct files	30%
Creating digitally correct images	10%
Adjusting image color and resolution	20%
Preflighting print files	20%

**Grading:** Grading for this course will be determined by a weighted system taking into account the various aspects of the instruction provided. All appropriate instructional methodologies will be employed to give students the best possible opportunity to achieve satisfactory grades. The final grade will be determined by the following criteria:

- Attendance -30%
  - Projects - 70%
- and will be assigned according to the following scale:
- A = 100% - 91%
  - B = 90% - 81%
  - C = 80% - 71%
  - D = 70% - 61%
  - D- = 60% - 21%
  - F = 20% - not turned in.

A "D-" average will either receive a final mark of "D" or "F" at the discretion of the instructor considering attendance, open lab attendance and number of assignments completed.

**A student must complete all assignments to receive a mark of "A"**

**Any student absent for 3 or more lectures/presentations will not be awarded a final mark greater than a "C."**

**Assignment Deadlines:** All assignments will be due at the time and place designated by the instructor. Missed deadlines will result in a failing grade for the project. Deadline extensions may be discussed with the instructor prior to the deadline (not the day of) but will be difficult to obtain. Student's history of attendance will be considered. Extensions may or may not be granted for personal or dependent minor illness, scheduled court appearances, personal emergencies (this does not include automobile repairs, conferences and appointments, assessments, non-emergency medical issues of self, friends or extended family, etc.). **Extensions may forfeit one grade from the instructor's evaluation grade.**

**Honesty and Integrity:** Students will be held to the standards of the Laney College Academic Integrity Code in addition to the following.

*\*Plagiarism occurs when a student misrepresents the work of another as his or her own work. Plagiarism may consist of using the ideas, sentences, paragraphs, or the whole text of another, images, photographs, drawings, or any other graphic content without appropriate recognition or permission. Plagiarism also includes allowing another person to write or substantially alter work that a student then submits as his or her own. Any assignment found to be plagiarized will be given an "F" mark and could result in an "F" mark in the class. All instances of plagiarism will be reported to the Dean of the Division and further action may be taken by the College.*

\*The basis for this text is taken from the publication titled "Dean's Reminder" attached to "A Fall 2007 Message from the Dean" distributed by Laney College, Office of the Division II Dean, Vocational Technology, authored by Peter L. Crabtree

**Attendance:** Regular and on-time attendance is a course requirement plus proof of one additional hour per week of open lab (except for Saturday classes). "Instructors may drop a student from class if the number of absences during a semester exceeds the times the class meets in two weeks. . ." Absences and tardiness will be reflected in the final grade. In the case of over enrolled classes students missing any one or more of day 1, 2, or 3 without contacting the instructor will be dropped. 10% of the total class days absent can lower your grade one level, i.e. an "A" becomes a "B", a "B" becomes a "C" etc. 3 tardies equal one absence. All students are required to be present for class presentations or lectures which will begin on the first hour of the first day of class and on scheduled days thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. **Students missing 3 or more lectures will not receive a grade above a "C"**. Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. Students must "sign-in" on the appropriate role sheet and account for their personal hours of attendance. No postdated sign-ins will be accepted. **Any classes missed due to late enrollment will be counted as an absence.**

**Add and Drop Policy:** It is an individual student's responsibility to add or drop if necessary. The appropriate procedure must be processed through the Admissions and Records Office before a drop will take place. Nonattendance and/or no work completed in a course not dropped will result in a "fail" on your transcript. If a class is fully enrolled any student missing class within the first hour of the first day of class will be dropped by the instructor.

**Classroom Policies:** Classroom policies include but are not limited to the following. The instructor reserves the right to administer classroom policy for the well being of the student, staff and Laney College. The following guides are for your welfare as well as that of other students. Maintaining the best possible educational atmosphere is paramount to the success of all students.

- Attendance will be accounted for daily. **Students must sign-in each class in order to receive credit for attendance.** Forgetfulness will not be considered as an excuse. Postdating a sign-in is not allowed. Any student forgetting to sign-in will be counted absent without exception. Any student signing-in for a classmate will be dropped from the class.
- It is your responsibility to check in with the instructor if you are late.
- Please email the instructor if you know you will be late or absent. (Limited absences may be excused if the instructor is notified **prior** to a class session.)
- Arrangements can be made for alternative participation in special circumstances but only if circumstance is reported prior to the class session, (i.e. childcare problems, work conflicts, dependant illness, etc.).
- Class begins promptly on the hour.
- Food and drink will be kept in the "break area" only. Do not bring food or drink into other parts of the facilities. Student not adhering to this policy will be asked to leave. Repeated offense is grounds for being dropped from the class or expelled from the use of the Graphic Arts facilities.
- Students should plan their workday to remain at task during the whole class session, lecture and lab. Some work stations are limited and may not be available at all times.
- The copying or "down loading" of files to or from the hard drive of a Laney College computer (except temporary individual "student files") to external storage devices is considered stealing and is illegal. Students in violation of this policy will be removed from class with a failing grade for the term. Students may be subject to prosecution by the college.
- Smoking is not permitted on the Laney College campus.
- Students will have additional lab time and will be enrolled automatically in a Graphic Arts 501 - 0 unit, non credit lab. Individual instructors will give you an initialed and dated sticker to show proof of enrollment before you will be allowed to use "space available" during other instructor's class times. You will need to have a current Laney College I. D. Card to get your sticker. After sign-in on the special GrArts 501 sheet your I.D. should be placed picture side up on the desk while working in the lab.
- Cell phone use is strictly forbidden while in the Graphic Arts facility. Phones will be turned off before entering the classroom or lab. Should your phone ring or require answering during class, due to an oversight on your part, leave the facility immediately and exit the classroom before you begin to speak.
- Students that bring any item, device or electronic storage medium into the lab that causes loss or damage to hardware or software, whether intentional or unintentional, will be held personally liable for all costs of all repair, replacement and/or restitution.
- Any student found altering the interface or operations of any of the Graphic Arts computers, peripherals or other equipment will be removed from participation in any and all Graphic Arts classes and labs.
- Student use of the internet connection is for classroom assignment and instruction only. Unauthorized use of the internet will be strictly controlled and abuse may result in dismissal from participation in any and all Graphic Arts classes and labs. Internet use for playing games or checking personal email is forbidden.
- Use of peripheral devices such as printers, scanners, graphic tablets may be done only after receiving permission from the instructor in charge of the lab. Printers are for use for Graphic Arts class assignments only.

## **FIRST WEEK (In the Print Shop)**

Wed. 1/25 **Lab:** Read Chapt. 1 in text

**Introductory Lecture 1:** Course Overview: Student responsibility, Grading policy, attendance policy, class schedule, projects

**Assignment 1:** *Due Sixth Week* From the reading develop three questions for a field trip to a print production facility and find the answers on the field trip.

## **SECOND WEEK (Ink on Paper)**

Wed. 2/1 **Lab:** Reading Assignment: Chapter 2

**Lecture 2:** Ink on Paper

**Assignment 2:** *Due Sixth Week* From the reading develop three questions for a field trip to a print production and find the answers on the field trip.

## **THIRD WEEK (Bindery Considerations)**

Wed. 2/8 **Lab:** Finish reading Chapters 1 and 2 and type up your questions

**Lecture 3:** Folding, Binding & Finishing

**Assignment 3:** *Due Fourth Week* Create a set of folding templates

## **FOURTH WEEK (Pre planning and Printing Realities)**

Wed. 2/15 **Lab:** Reading Assignment: Chapter 3 Pgs.51-58, 65-68 & 69-75 Work on Assignment 3 Folding Templates

**Lecture 4:** Signatures/Printer's Spreads, Gripper Margins and Marks

**Assignment 4:** *Due Seventh Week* Create an 16 page dummy and impose an 16 page signature

**Turn In:** Assignment 3 Electronic Folder Copy of your folding template files

## **FIFTH WEEK (Job File Submission)**

Wed. 2/22 **Lab:** Finish Assignment 3, Reading Assignment: Chapter 3 Pgs. 58-64 Work on Signature

**Lecture 5:** Packaging and Preflighting a Print File

**Assignment 5:** Read everything provided by the instructor, Pages 126 – 130 "Outputting the File" and Pages 177 – 185 "Preflighting and Packaging the Job" and do the exercises.

Reading Assignment: Chapter 8 Pgs. 125-141

## **SIXTH WEEK (Tour of a Print Shop)**

Wed. 2/29 **Lecture 6:** Field Trip

**Lab:** Field Trip, Bring questions from week 1 and 2.

## **SEVENTH WEEK (Fonts & Working Cross Platform)**

Wed. 3/7 **Lab:** Finish work on Signature, Finish Packaging and Preflighting

**Lecture 7:** Font Issues, Using Font Explorer & 9 Cross Platform Issues

Reading Assignment: Chapter 6 Pages 107–118

**Turn In:** Assignment 4 Electronic copy of 16 page signature.

## **EIGHTH WEEK (Vector Images)**

Wed. 3/14 **Lab:** Reading Assignment: Chapter 5 Pgs. 97–106, Work on Assignment 5

**Lecture 8:** Vector Images

**Assignment 6:** *Due Ninth Week* Assignment 6 “Self Portrait”

**Turn In:** Assignment 5 “Preflighting and Packaging”

## **NINTH WEEK (Raster Images).**

Wed. 3/21 **Lab:** Work on Assignment 6

**Lecture 9:** Repair Images -

**Assignment 7:** *Due Tenth Week* Repair Practice "Basketball Old Game Photo"

Reading Assignment: Chapter 9 Pgs. 143-168

**Turn In:** Assignment 6 "Self Portrait"

## **TENTH WEEK (More Raster Images)**

Wed. 3/28 **Lab:** Work on Assignment 7

**Lecture 10:** Retouching Images, Sharpen and Blur

**Assignment 8:** *Due Twelfth Week* "Makeover"

**Turn In:** Assn. 7 "Basketball Old Game Photo"

## **ELEVENTH WEEK (Spring Break)**

Wed. 4/4 Spring Break No School

## **TWELFTH WEEK (Restoring)**

Wed. 4/11 **Lab:** Work on Assignment 8, Read everything provided by the instructor, Pages 201–210 "Retouching Damaged Images" and do the exercises.

**Lecture 11:** Restoring Old Photos

**Assignment 9:** *Due Thirteenth Week* Assignment 9 Restore "Cop"

**Turn In:** Assignment 8 "Makeover".

## **THIRTEENTH WEEK (Image Manipulation)**

Wed. 4/18 **Lab:** Work on Assignment 9

**Lecture 12:** Adding and subtracting stuff

**Assignment 10:** *Due Fifteenth Week* Assignment 10 "Mi Casa"

**Turn In:** Assignment 9 Restore "Cop"

## **FOURTEENTH WEEK (Lighting and Contrast)**

Wed. 4/25 **Lab:** Work on Assignment 10

**Lecture 13:** Lighting and Contrast

## **FIFTEENTH WEEK (Color Correction)**

Wed. 5/2 **Lab:** Work on Assignment 10 Catch up week.

**Lecture 14:** Color Correction

**Assignment 11:** *Due Sixteenth Week* Assignment 11 "Color Corrected Image"

**Turn In:** Assignment 10 "Mi Casa"

## **SIXTEENTH WEEK (Gamut and Other Corrections)**

Wed. 5/9 **Lab:** Work on Assignment 11, Read everything provided by the instructor, Pages 231 – 241 "Preparing Images for Print" and do the exercises.

**Lecture 15:** Gamut and other concerns

**Assignment 12:** *Due Seventeenth Week* Assignment 12 "Real Estate Image"

**Turn In:** Assignment 11 "Color Corrected Image"

## **SEVENTEENTH WEEK (The Final Image)**

Wed. 5/16 **Lab:** Work on Assignment 12

**Lecture 16:** Q & A's

**Turn In:** Assignments 12 "Real Estate Image"

## **EIGHTEENTH WEEK (Portfolio Check)**

Wed. 5/23 **Activity:** Bring in Notebook/Portfolio and check assignments and grades