



Don Petrilli, Instructor
 Phone: 510 464-3263
 Email: dpetrilli@peralta.edu

Sections Code: 22261

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
 Best to make an appointment ahead of time.

Laney College
GRAPHIC ARTS DEPARTMENT

Graphic Design Technology

Course: GRART 114, Graphic Design Technology

Spring 2014

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 There is an "E" version of this text.

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.

Laney College
GRAPHIC ARTS DEPARTMENT

GrArts 114 Typography

Fall 2014 CLASS SCHEDULE

Don Petrilli, Instructor • Office: A151 • Phone: 464-3263 • Email: dpetrilli@peralta.edu • www.laney.edu/wp/graphic_arts

The following schedule may be modified to meet class/student requirements.

Topics may carry-over depending on need of participants.

FIRST WEEK (In the Print Shop)

Wed. 1/22 **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.

Lab: Reading Assignment: Chapt. 1 in text

SECOND WEEK (Ink on Paper)

Wed. 1/28 **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.

Lab: Reading Assignment: Chapter 2 Finish reading Chapters 1 and 2 and type up your questions

THIRD WEEK (Bindery Considerations)

Wed. 2/5 **Lecture 3:** Folding, Binding & Finishing

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

Reading Assignment: Chapter 3 Pgs.51-58, 65-68 & 69-75

Lab: Work on Assignment 3 Folding Templates

FOURTH WEEK (Pre planning and Printing Realities)

Wed. 2/12 **Lecture 4:** Signatures/Printer's Spreads, Gripper Margins and Marks

Assignment 4: *Due Seventh Week* Layout a 16 page document, Create a 16 page dummy and Impose a 16
page signature

Reading Assignment: Chapter 3 Pgs. 58-64

Lab: Finish Assignment 3, Work on Assignment 4

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

FIFTH WEEK (Job File Submission)

Wed. 2/19 **Lecture 5:** Packaging and Preflighting a Print File

Assignment 5: *Due Eighth Week* Preparing for Job Submission

Read and do the exercises as described on the assignment sheet.

Reading Assignment: Chapter 8 Pgs. 125-141

Lab: Finish work on Signature,

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

SIXTH WEEK (Tour of a Print Shop)

Wed. 2/26 **Lecture 6:** Field Trip

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

SEVENTH WEEK (Fonts & Working Cross Platform)

Wed. 3/5 **Lecture 7:** Font Issues, Using Font Explorer & 9 Cross Platform Issues

Reading Assignment: Chapter 6 Pages 107-118

Lab: Finish Assignment 5

Turn In: Assignment 1 & 2 Field Trip Questions and Assignment 5 Preflighting and Packaging exercise
files.

EIGHTH WEEK (Vector Images)

Wed. 3/12 **Lecture 8:** Vector Images

Assignment 6: *Due Ninth Week* Assignment 6 "Self Portrait"

Reading Assignment: Chapter 5 Pgs. 97–106,

Lab: Work on Assignment 6

NINTH WEEK (Raster Images).

Wed. 3/19 **Lecture 9:** Repair Images -

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

Lab: Reading Assignment: Chapter 9 Pgs. 143-168 Work on Assignment 7

Turn In: Assignment 6 "Self Portrait"

TENTH WEEK (More Raster Images)

Wed. 3/26 **Lecture 10:** Retouching Images, Sharpen and Blur

Assignment 8: *Due Twelfth Week* "Makeover"

Lab: Work on Assignment 8

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

ELEVENTH WEEK (Restoring)

Wed. 4/2 **Lecture 11:** Restoring Old Photos

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

Lab: Read everything provided by the instructor, Pages 201–210 "Retouching Damaged Images" and do the exercises, Work on Assignment 9.

Turn In: Assignment 8 "Makeover".

TWELFTH WEEK (Image Manipulation)

Wed. 4/9 **Lecture 12:** Adding and subtracting stuff

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

Lab: Work on Assignment 10

Turn In: Assignment 9 Restore "Cop"

THIRTEENTH WEEK (Spring Break)

Wed. 4/16 Spring Break No School

FOURTEENTH WEEK (Lighting and Contrast)

Wed. 4/23 **Lecture 13:** Lighting and Contrast

Lab: Work on Assignment 10

FIFTEENTH WEEK (Color Correction)

Wed. 4/30 **Lecture 14:** Color Correction

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

Lab: Work on Assignment 11.

Turn In: Assignment 10 "Mi Casa"

SIXTEENTH WEEK (Gamut and Other Corrections)

Wed. 5/7 **Lecture 15:** Gamut and other concerns

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

Lab: Read everything provided by the instructor, Pages 231 – 241 "Preparing Images for Print" and do the exercises, Work on Assignment 12.

Turn In: Assignment 11 "Color Corrected Image"

SEVENTEENTH WEEK (The Final Image)

Wed. 5/14 **Lecture 16:** Q & A's

Lab: Work on Assignment 12

Turn In: Assignments 12 "Real Estate Image" Last day to submit all work.

EIGHTEENTH WEEK (Portfolio Check)

Wed. 5/21 **Activity:** Bring in Notebook/Portfolio and check assignments and grades

* Assignment Submittal Requirements

1. All assignment submittals will;
 - a. depending on the type of submission necessary as explained on the "Assignment Sheet", either will be contained in a pocket folder type notebook, mounted on a quality presentation board cut to specifications or presented as an electronic presentation.
 - b. **be accompanied by a Project Summary consisting of a typewritten paragraph of not less than 25 words nor more than 100 words**, (You may use InDesign or Word), (See item 4 below for complete instructions.) This must be mounted on the back of a presentation board submittal or in the pocket folder for non-mounted submissions or if the assignment is submitted electronically only then it will be in electronic file format. (see "d & e" below)
 - c. have clearly legible on the back of the mounting board or on each page of a pocket folder submission,
 1. The student's name,
 2. The class name and number,
 3. The assignment number with each section or part clearly identified
 - d. when requiring computer files, be submitted to the Petrilli-Dropbox folder on the student computers in the lab. All files must be included **in a folder** with the name of the file in the following format, **114YourNameAssn#** Any folders submitted not following this **exact** naming format will not be accepted and will be deleted from the Petrilli-Dropbox as if never received.
 - e. containing all electronic files that are to be submitted in the above mentioned folder (see "d" above) have file names in the following format, first your class number, then your name followed by the assignment number and any Part designation.
example: **114YourNameAssn2PartB.indd**
Any files submitted **not in a folder and/or not following this exact naming format** will not be accepted and will be deleted from the Petrilli-Dropbox as if never received.
2. No assignments will be graded or be considered as "turned in" if not
 - a. completed and turned in "On Time" as determined by the instructor.
 - b. submitted as required on the assignment sheet and these Assignment Submittal Requirements.
 - c. clearly and legibly labeled as described in section "1c" above.
3. All assignments will be submitted in a neatly organized presentation. Each part or section must be separated and be clearly labeled on the back (see "1c" above) and in order as listed on the assignment sheet.
4. Each assignment will be accompanied by a Project Summary consisting of a typewritten paragraph of 100 words or less explaining;
 - a. Any complications encountered while doing the project.
 - b. Knowledge and Skills learned in this project.
 - c. Problems with, or helpful information from class instruction.
 - d. How the knowledge and skills learned from this lesson be applied in your future as a graphic designer.
 - e. Any additional information or comments you desire to make.
5. Assignments not turned in on time will be graded at the discretion of the instructor on a time available basis only. If a late assignment is graded by the instructor it will not receive an "A" grade but will start at a reduced level depending on how late the assignment is turned in. If time does not permit grading they will be recorded as "turned in" .
6. A "Turned in" assignment will help a final grade in a positive manner. Only assignments turned in on time will have full value in determining the final grade. *Example:* If a student turns in all of their assignments but they are all late, at the instructors discretion, the student might get a "C" in the class if the assignments are sufficiently complete and the work is of "C" or better quality. In any case a student submitting all assignments, or a majority of assignments, late will not receive a grade higher than a "C". This means that if you turn in all of your assignments late and you got a "B" on all of your assignment (and your attendance is acceptable) you will not receive a grade better than a "C" for the course. Poor attendance would drop this grade even lower.

See Page 2 of the syllabus for other factors that can affect your final grade.