SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

<u>COURSE OUTLINE</u>

COURSE TITLE: Computer Production 1

CODE NO. : ADV 3120-04   **SEMESTER:** Five

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: Sept 2002   **PREVIOUS OUTLINE DATED:** June 2001

APPROVED:

_____   _____
                           DEAN   **DATE**

TOTAL CREDITS: 4 credits

PREREQUISITE(S): ADV 221, ADV 215, ADV 241

Hours/Week 3 hours class
time per week

_____   _____
Course Name   Code No.

I. COURSE DESCRIPTION:

This course will formally introduce the student to the world of producing artwork for offset press printing. The work in this class will be comprised of research assignments and reports as well as hands-on-practical exercises on the Macintosh computer.

The graphic designer of today is faced with an ever increasing set of challenges. One of which is translating original artwork to artwork that can be printed on a printing press. Today's technological advances make this an ever changing field, fortunately even as technology changes the basics of the production process stay the same.

It is the intention of this course to provide the student with a sound knowledge of traditional printing processes and how to translate their designs and illustrations via the Macintosh computer for reproduction on a printing press.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1 define relevant colour and production art terminology

2 demonstrate an understanding of typical sheet fed offset printing processes

3 compare and contrast different offset printing processes. (web, flexo, screen, sheet fed) and identify where they are used in the industry.

4   prepare traditional camera ready art with a high degree of accuracy

5   prepare electronic art for printing with a high degree of accuracy

6   compare and contrast application of various colour systems – spot colour (including pantone and toyo inks) CMYK, RGB

1. define relevant colour and production art terminology
   Potential Elements of the Performance:
   - understand and recall definitions for electronic production terminology including artwork, imposition files, electronic output and colour proofing
   - understand and recall definitions for different printing technologies (silkscreen, letterpress, offset, weboffset)

2. demonstrate an understanding of typical sheet fed offset printing processes
   Potential Elements of the Performance:
   - define different stages of art production
   - understand and explain the halftone reproduction process

- demonstrate an understanding of the process of offset printing

3. compare and contrast different offset printing processes. (web, flexo, screen, sheet fed) and identify where they are used in the industry.

   Potential Elements of the Performance:
   - demonstrate an understanding of printing t-shirts and signage designs
   - demonstrate an understanding of printing packaging labels
   - demonstrate an understanding of printing brochures on paper
   - exhibit an ability to examine production specifications and choose the correct method of printing

4. prepare traditional camera ready art with a high degree of accuracy
   Potential Elements of the Performance:
   - demonstrate an understanding of basic colour separation and accuracy requirements of traditional camera-ready art
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5. prepare electronic files for printing with a high degree of accuracy
   Potential Elements of the Performance:
   - demonstrate an understanding of basic colour separation and accuracy requirements of electronic plate-ready art
   - demonstrate an understanding of the electronic art production process
   - file and organize projects in a manner ready for transfer to disc for remote printing
   - prepare and properly mark up colour and black and white proofs for the printer
   - prepare files for output at a service bureau

6. Compare and contrast application of various colour systems – spot colour, CMYK, RGB
   Potential Elements of the Performance:
   - determine the proper colour system to use for a specific project
   - explore how different colour systems relate to each other
   - explore and discover how to translate colour specifications from one system to another to achieve consistent colour reproduction

III.   TOPICS:

1. Terminology for the printing field
2. Stages of art production
3. The importance of accuracy

4.   Offset printing processes and applications
5.   Colour systems

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:
The following text is available in the campus shop.
Adobe Official Print Publishing Guide
Adobe Press
ISBN# 1-56830-468-4

V.   EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade
Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "R" (repeat) grade for the course.
The following semester grades will be assigned to students in postsecondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.40
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see *Policies & Procedures Manual – Deferred Grades and Make-up*).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

Midterm grades:
Midterm grades are granted as "S" for Satisfactory progress and "U" for unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.

VI.   SPECIAL NOTES:

Special Needs:
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Homework:
This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one hour homework be done each week.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

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Deductions – Lates and Incompletes

Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor.
A late assignment will be penalized by a 5% deduction for each week that its late. The total late penalty Will be deduced from the final grade. Eg. 3 weeks late = 15% deduction from final grade.
Maximum grade for a late assignment is "C"
A late assignment which is not executed to a minimum C (satisfactory) level will be assigned an incomplete grade with additional penalties outlines below.

Incompletes
An incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory "C" grade level or in which the directions have not been followed correctly.

An incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

An incomplete assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for an incomplete assignment is "C"

Incomplete assignments not submitted within the one week
Timeframe will be subject to 5% late deductions for each week they are overdue.

Attendance:
Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.
i.e. 4 classes missed = 10% deduction from final grade
5 classes missed = 20% deduction from final grade

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VII.   PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:
- transcripts and course descriptions/outlines from another institution
- interview and portfolio presentation

VIII.   DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.