

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. Identify design problems, plan and document design solutions
 - Potential elements of the performance
 - Use provided documentation structure to document design problem statements
 - Develop a project plan to guide design research and creativity
 - Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
 - Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
 - Demonstrate an ability to include user testing methods as required in design process and document the results.

2. 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)
3. demonstrate an understanding of typical sheet fed offset printing processes
 - define different stages of art production
 - understand and explain the halftone reproduction process
 - demonstrate an understanding of the process of offset printing
 4. 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
 5. prepare electronic files for printing with a high degree of accuracy including the use of PDF formats

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. Research and design documentation skills
2. Terminology for the printing field
3. Stages of art production- including PDF
4. The importance of accuracy
5. Offset printing processes and applications
6. Colour systems
7. Comparing and choosing printing systems
8. Professional practices

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

The following items from the portfolio kit will be used throughout this course:

For preliminary design studies: **For finished design presentations:**

coloured pencils	compass
markers	set squares gouache or
acrylic paints	
bond paper	french curves paint
mixing tray	
layout paper	flexible curve paint
brushes	
drawing pencils	ruler technical
pen	drawing pencils india ink

Students will need to purchase # 27 illustration board, construction paper for cover stock, and matte board for presentation purposes for the letterform design presentations throughout this course. These items are available in the college's Campus Shop.

For archiving electronic files students will need to recordable CD's for storage and retrieval. The use of currently available memory sticks or ipod's for file transfers are also encouraged

Required text:

Guide to graphic print Production, Johansson, Wiley 2003, ISBN 0-471-27347-3

Suggested reading

Pocket Pal - Graphic Arts Production Handbook
By International Paper

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" (Fail) grade for the course.

Assignment breakdown

4 quizzes	
20% of final grade	
3 minor assignments (10% each)	
30% of final grade	
1 major assignment	
25% of final grade	
2 nd major assignment	
25% of final grade	
average	/100
deductions (late assignments (-5%/week from final grade),	
absents over 3 (-10/class missed))	-%
final grade*	% - see course outline
for grade	

equivalent

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	

U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. 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/program, as may be decided by the professor/dean. 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.

Course Outline Amendments:

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.

Substitute course information is available in the Registrar's office.

Deductions - Lates and F grades

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 deducted 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 D (satisfactory) level will be assigned an F grade with additional penalties outlines below.

Fail (F) grades

A failing grade is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failing grade assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within a timeframe specified by the Professor.

A failing grade assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a resubmitted failing grade assignment is "C"

Failed (F grade) assignments not submitted by the specified deadline will be subject to 5% late deductions for each week they are overdue.

Homework

This is a four credit course delivered in a 3 hour format. A minimum of one hour homework per week can be expected with more time needed on larger assignments.

Attendance

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student's responsibility to catch up on missed work. Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed. Attendance will be taken by the professor at the start of each class and at the midpoint of each class. Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

RECLAIMING AND RETAINING PAST ASSIGNMENTS

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student. It is the students' responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

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.