

DART G179: DIGITAL PREPRESS

Item	Value
Curriculum Committee Approval Date	11/16/2021
Top Code	061450 - Desktop Publishing
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Formerly: Prepress. This course introduces the student to the software and tools used in the creation of single and multi-page documents. Students will learn the fundamentals of page layout, typography, effective use of color, proofing, and preparing documents for print and digital output.. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Create a portfolio of work.
3. Prepare a design for output to a commercial printing press.
4. Define spot colors vs. process colors and CMYK color mode vs. RGB color mode.
5. Design a multi-page document and impose it for press.

Course Objectives

- 1. Explain the characteristics, advantages and disadvantages of different printing technologies.
- 2. Select reproduction settings depending on the printing method.
- 3. Explain the components of a color managed workflow.
- 4. Evaluate International Color Consortium (ICC) profiles.
- 5. Describe different impositioning methods.
- 6. Analyze printed originals for quality control.

Lecture Content

Planning the workflow The design process Picture effects Using photography Typography Understanding postscript Font families Mastering color RGB vs CMYK Spot and PMS Color matching Trapping Color separations File formats PDF JPG GIF PNG TIF EPS Preparing electronic documents Digital publishing on the Internet Prepress workflow Paper and ink Finishing and binding Catalogues Magazines Books Catalogues Offset printing Digital presses Other printing methods Working with printers Working with service bureaus Copyrights Registering copyrights Printing/print set-up

Lab Content

Design and prepare a magazine ad campaign with 2-color spot, 4-color, and duotone pieces Design and prepare a newsletter for commercial printing Design and prepare a brochure for commercial printing Design and prepare a magazine for commercial printing Research examples of assigned projects Acquire digital assets for all projects Fonts Graphics Images Color correct for all projects Photoshop Illustrator Manage type/fonts for all projects Pre-flight and package all projects InDesign

Method(s) of Instruction

- Lecture (02)

Instructional Techniques

Learning/teaching strategies will include lecture, demonstration, text readings, exercises, practice, and tutorial instruction. Students will also view supplemental demonstrations via video tutorials.

Reading Assignments

Instructor prepared materials

Writing Assignments

Students will complete written project statements and written responses to outcomes and assessments of current industry examples of printed material.

Out-of-class Assignments

Additional projects may be completed to further demonstrate competence in using desktop publishing software Research industry production costs Collect digital assets to be used in assignments

Demonstration of Critical Thinking

Students will use Adobe InDesign to produce professional portfolio level publications. The software will be used to assemble text and graphics to effectively communicate products and services to business and consumers, on the printed page. The students will demonstrate the ability to create pages using advanced principles of page composition and design. The final result of the process will deliver a document that is ready for printing output to commercial printers.

Required Writing, Problem Solving, Skills Demonstration

Students will complete hands on projects from chapters in the required text and the step-by-step demonstrations and examples demonstrated in class.

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors

degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Kenly, E. Getting It Printed: How to Work With Printers and Graphic Imaging Services to Assure Quality, Stay on Schedule and Control Costs, 4th ed. FW (Latest), 2004 Rationale: Material relevant in todays indsutry.

Other Resources

1. Instructor prepared materials