

# DMAD A183: INDESIGN FOR DESIGN

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	061460 - Computer Graphics and Digital Imagery
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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

Using industry-standard hardware and software, students will create digital files that, once output, will print correctly on a printing press. PREREQUISITE: DMAD A181. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create digital files that will correctly output for print production.
2. Demonstrate an understanding of various printing methodologies including, but not limited to: Lithography, Flexography, Letterpress, Serigraphy, Thermography and Gicleé.
3. Design graphic communications that demonstrate an understanding of 4-color process printing.
4. Design graphic communications that demonstrate an understanding of spot color printing.

## Course Objectives

- I Define common printing terms.
- II Identify key technology.
- III Explain various printing processes.
- IV Demonstrate proper use of page layout software.
- V Analyze printed materials based upon materials and processes used.
- VI Develop conceptual thinking skills.
- VII Use an effective design process and refine a student's own personal design methodology.
- VIII Design projects that properly accomplish stated goals.
- IX Organize and manage project resources.
- X Evaluate fellow students' projects based upon:
  - X. 1. Technical proficiency
  - X. 2. Aesthetic accomplishment

## Lecture Content

The Printing Process: Part 1 Terminology The Printing Process: Part 2 Technology Ink: Process Colors Color range and dynamic Color palettes

Complementary color Primary and secondary color Color models Ink: Spot Colors Page Layout Software Survey Specifics How to use Working with Type Working with Images Color Calibration Trapping Pagination Reader Spreads Printer Spreads Sequencing Information across multiple panels/pages Paper Choices Coated Uncoated Specialty Preparing for Output Output Technology Paper Film Plate Proofing Options Post-printing Folding Trimming Binding Spiral Saddle stitched perfect

## Lab Content

Prepare professional quality graphic design print projects. Apply skills from learning resources to complete course assignments. Develop timeline use it to complete assignments prior to required deadline. Obtain use input from instructors peers to make project revisions. Compile design work in portfolio to highlight career goal competencies. Critique design work.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Instructional Techniques

Lecture with extensive visual references Demonstration Critiques and oral evaluation of student work Field trips

## Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from Assigned online resources.

## Writing Assignments

Students will have 1-2 hours per week of Self-Reflections Analysis of Elements and Principles of Design Written Reports of Attended Events and/or Materials Read

## Out-of-class Assignments

Students will have 1-2 hours per week of Design projects using appropriate software. Attend on campus student art shows. sketching and conceptualizing drawing.

## Demonstration of Critical Thinking

Projects presented for critiquing and grading that will cover: One-color printing Short-run digital color Two-color printing Process color Multiple pages and panels

## Required Writing, Problem Solving, Skills Demonstration

Written reports of attended events and/or materials read

## Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Textbooks Resources**

1. Required Mccue, C.. Real World Print Production with Adobe Creative Cloud , ed. Peachpit Press, 2013 Rationale: -

## **Other Resources**

1. Selected handout materials to be provided and distributed by the instructor. 2. Storage and presentation materials as determined by instructor.