

**Print Production I**  
**VCAD 302.01 • Fall 2009**  
**Tues-Thurs 2—4:20pm • Harris Hall 225**

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Office Hours:  
 Mon-Wed: 12:00-1:00pm  
 Tues-Thurs: 12:00-2:00pm

**schedule**

a 18	introduction read: chapter 1
a 20	the computer read: chapter 2
a 25	chromatics / understanding color read: chapter 3
a 27	digital images read: chapter 4
s 1	project presentations
s 3	test 1
s 8	image editing read: chapter 5
s 10	layout read: chapter 6
s 15	prepress read: chapter 7
s 17	test 2
s 22	workday
s 24	john jennings
s 30	paper read: chapter 8
o 1	mailing read: handouts
o 6	special guest
o 8	no class (I will be attending a conference)
o 13	fall break
o 16	printing / types of printing read: chapter 9
o 20	printing tour
o 24	test 3
o 27	project work day
o 29	project critique
n 3	paper presentation - beth shumaker
n 5	legal read: chapter 11
n 10	prepress read: The Standard
n 12	workday
n 17	proofing/problem solving read:handouts
n 19	test 4
n 24	project critiques
n 26	Thanksgiving Break
tba	final

**Syllabus**

**overview**

In this course you will receive an overview of electronic tools, processes and techniques, their integration with traditional production methods and their use in preparing design work for production.

**course objectives**

- develop an understanding of the operations used in electronic prepress.
- develop computer skills and the knowledge required for the preparation of commercial printing.
- an understanding of the relationship between electronic prepress and traditional methods of print production.
- develop skills in the proper use of tools and materials.
- develop the ability to analyze a design project for computer production.
- successfully complete a final review and a competency exam.

**student objectives**

- incorporate the knowledge of technical processes and materials.
- develop the use of necessary production skills.
- develop a sensitivity for quality control and critical eye judgement.
- develop the ability to communicate effectively with printers and service bureaus.

**topics to be covered**

- projects emphasizing traditional mechanical techniques, incorporating basic mechanicals, electronic techniques, prepress operations and production.
- review of proofing methods.
- printing processes and specifications.
- screen tints, reverses, surprints and image scaling.
- flat colors, inks, PMS system, color overlays.
- special effects, varnishing, die cutting, foil stamping.
- cost estimating.
- tour a printing facility.
- discussion of environmentally sound printing alternatives.
- impositioning, binding, folding, scoring.
- electronic page set-up, crop marks, fold and score lines.
- eps files, tiff image, raster image processor.
- multiple page documents, file management, imposition software.
- visit from paper representative.
- discussion of recycled paper.
- process colors.
- direct computer plate print methods.
- four-color calibration and color scanning.
- spot color separations, two and three color jobs.
- trapping, proofing
- press proofing

**evaluations**

The method of evaluation will be through both selected and constructed assessment mechanisms. Short papers documenting student research and oral presentations of appropriate topics will be expected. A written final will be administered.

- |                                  |     |
|----------------------------------|-----|
| • class participation/attendance | 10% |
| • papers/projects                | 30% |
| • tests (including final)        | 20% |
| • notebook/sketchbook            | 20% |
| • Berger book                    | 20% |

**attendance**

This class will adhere to the Department of Music, Art & Design attendance policy. If you are going to be absent from class, please contact me directly. **Do not** contact the art & design office. You are allowed two

the calendar is a tentative estimate and is subject to change without notice.

reading assignments pertain to the material to be covered on that day. please come to class prepared to discuss what was in the reading assignment.

**other important dates**

- o 23 last day to withdraw with a [w]
- o 12-13 fall break
- n 26-29 thanksgiving break
- n 30 classes end
- d 1 reading day

**grading scale**

	100-93	[A]	92-90	[A-]	
89-87	[B+]	86-83	[B]	82-80	[B-]
79-77	[C+]	76-73	[C]	72-70	[C-]
69-67	[D+]	66-63	[D]	62-60	[D-]
	59->	[F]			

**Definition**

“plagiarism: the act of plagiarizing; taking someone’s words or ideas as if they were your own; a piece of writing that has been copied from someone else and is presented as being your own work.”

<http://wordnetweb.princeton.edu>

“plagiarize: to steal and pass off (the ideas or words of another) as one’s own : use (another’s production) without crediting the source intransitive verb: to commit literary theft : present as new and original an idea or product derived from an existing source.”

<http://www.merriamwebster.com>

(2) absences from this class during the entire semester Two (4) tardies [over ten (10) minutes late or leaving class early] are equal to one (1) absence. Any subsequent absences will result in a reduction of one (1) letter grade per occurrence. Excessive absences or tardiness will result in removal from the class.

**required text (you MUST purchase these books, NO EXCEPTIONS)**

*A Guide to Graphic Print Production*, Johansson, Lungberg, Ryberg  
*Ways of Seeing* by John Berger

**supplemental text**

*Production for Graphic Designers*, Alan Pipes  
*Getting it Printed*, Mark Beach  
*Pocket Pal*, International Paper

**required materials**

a dedicated sketchbook for this course  
a dedicated 3 ring binder  
2GB or larger jump drive  
Adobe CS4 software (provided on lab computers)  
Xacto knife, extra blades, studio tack adhesive or 3M roll adhesive, 15 - 15x20 pre-cut black presentation board.

**Affirmative Action/Equal Opportunity Policy**

Virginia State University does not discriminate against employees, students, or applicants on the basis of race, color, sex, disability, age, religion, national origin, or political affiliation.

If you have a disability that may or may not affect your performance in this class, please see me individually to discuss.