

COURSE SYLLABUS

DSN264: Print Production Essentials

Course Description

This course explores the technology and terminology of the printing process from the electronic design perspective. Core concepts include the preparation of art for production, working with vendors, and developing projects from design through press-ready files. Topics covered include pre-flighting, troubleshooting, and repairing digital files to output error free designs.

General Course Information

Number of Units/Weeks	4 / 10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40/00/80
Prerequisite(s)	DSN 114, COM 124
Co-requisites (s)	None
Course Developer(s)	Tracy Dezenzo BA
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- 1) Describe the strengths and weaknesses of current traditional and digital printing technologies.
- 2) Accurately troubleshoot and preflight electronic design files, as well as make repairs, so that they output without error at a service bureau.
- 3) Follow thumbnails and specifications to accurately produce a multiple page brochure.
- 4) Utilize standard graphic design software to create packaging that incorporates die lines, cutouts, 4-color process, and at least 1 special production feature.
- 5) Accurately communicate with service bureaus regarding request for proposals and printing processes.
- 6) Recognize techniques for "green" printing processes.
- 7) Identify the use of different substrates, inks, varnishes, coatings, and off-press processes for individual design pieces.
- 8) Produce an accurate print advertisement based on specifications given by a publisher.
- 9) Prepare designs that will utilize different printing methods for small format up to extra large format marketing materials.

Instructional Methods Employed in this Course

Lecture and reading assignments
Hands-on exercises and labs
Research
Student presentations

Practical application of theory and skills in authentic projects
Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course



Textbook

Getting it Printed. How to work with printers & graphic imaging services to assure quality, stay on schedule & control costs (2004). By Eric Kenly

What they didn't teach you in design school: What you actually need to know to make a success in the industry by Phil Cleaver. HOW Books Copyright (2014)

The Green Design and Print Production Handbook. By Bullock and Walsh (2013).



Other Materials

TBD



Web Site Readings

Offset Lithographic Printing - How It Works Video | Solopress
(<http://www.youtube.com/watch?v=pNZb7CXUjs0>) 2.19m

full process of rotogravure cylinder production by Janoschka
(<http://www.youtube.com/watch?v=5hb3EKQv4ic>) 10.21m

Flexographic Printing: Technical Process (<http://www.youtube.com/watch?v=vuGptR330VU>)
2.46m

Printmaking Processes: Screen-printing (<http://www.youtube.com/watch?v=wogKeYH2wEE>)
4.53m

Documentary about the short letterpress. (<http://www.wimp.com/theletterpress/>) 5.52m

Thermography Process A14 (<http://www.youtube.com/watch?v=twlOe-CgVhQ>) .45s

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercise: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lesson (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LEC 1A	Intro to Production Essentials: Class expectations, schedule and overview of all projects. Modern Day Printing Techniques. Types of Presses and what are they best at printing.	2.5				
LEC 1B	Videos: Offset Lithographic Printing 2.19m Full process of rotogravure cylinder production 10.21m Flexographic Printing 2.46m Printmaking Processes: Screen-printing 4.53m Documentary about the short letterpress. 5.52m Thermography Process A14 .45s	0.5				
IC EX 1A	Project: Consider a list of items that need to be printed and choose the best printing options for each type of item. Write your reasons.	1			30	In Class
HW 1A	Bring in 3-4 different types of printed items. There will be a class discussion week 2 about the processes involved.			6	30	Week 2
HW 1B	GIP: Read chapters 7 & 8 (30 pages) Evaluated by HW 1B			3		
HW 1C	Answer 2 short essay questions on webclass.			1		
Total Week 1		4	0	10	60	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Paper, ink, coatings, varnishes, foils, etc. Special paper qualities: Watermarks, types, grades, grains, white/bright	2				
LEC 2B	Demos: Paper swatch books, PMS books, Different on-press process examples	0.5				
LEC 2C	Project Assignment: PSA Campaign. Students will choose a cause by week 2 and begin brainstorming concepts. Student will be creating all of the following: Matchbook, Advertisement, Buss Stop Poster, Billboard, Buss Wrap	0.5				

IC EX 2A	Research causes and begin working on concepts	1				In Class
HW 2A	GIP: Read chapter 6 (30 pages) and Pages 80 & 81 (2 pages) Evaluated by HW 2B WTDTY: Pages 70-82 (12 pages) Evaluated by HW 2B			4.4		By Week 3
HW 2B	Answer 2 short essay questions on webclass.			1		
HW 2C	Brainstorming for a cause. Submit your cause as well as 2 different campaign concepts. Sketches and/or written concepts should be presented to the class on Week 3.			6		Week 3
Total Week 2		4	0	11.4	0	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Preflighting and Packaging jobs for output Collecting files for each type of application - a look at the differences and processes Printers Marks - What do they mean? Do's and don'ts	2.5				
LEC 3B	Project Assignment: PSA Matchbook	0.5				
IC EX 3A	2-3 distinct thumbnails/sketches for matchbook. Approved by teacher before end of class. Begin digital layout based on specs.	1				In Class
HW 3A	Continue working on digital layout of matchbook art. Final due week 4 for class critique			6		Week 4
Total Week 3		4	0	6	0	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Off-Press Processes, Die Cuts, Bindery, Folds, Short Folds, Perforations, Scoring, Finishing, Embossing/Debossing Advertising/Publication considerations	2.5				
LEC 4B	Project Assignment: PSA Advertisement	0.5				
IC EX 4A	2-3 distinct thumbnails/sketches for advertisement Approved by teacher before end of class. Begin digital layout based on specs.	1				In Class

HW 4A	GIP: Chapter 9 (18 pages) Evaluated by HW 4B			1.8		By Week 5
HW 4B	Answer 2 short essay questions on webclass.			1		
HW 4C	Continue working on digital layout of Advertisement. Final due week 5 for class critique			6		Week 5
Total Week 4		4	0	8.8	0	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Proofing Processes: Your job and theirs. Setting up your software for print proofing (CMYK view) Making clean and clear, marked up mockups for your service bureau to follow. Proofing processes and types, Press Checks, Make-ready, Press Tests for unusual print jobs or ink usage, Color Separations	1				
LEC 5B	Project Assignment: PSA Buss Stop Poster	0.5				
EXAM 5A	LASA 1: Layout a brochure from a supplied thumbnail sketch. Preflight. Package for printer. Create print separations. Create mockup.	2.5				All items due at the end of class.
HW 5A	Work on digital layout of buss stop poster. Final due week 6 for class critique			6		Week 6
HW 5B	GIP: 50-65, 133, 136-137 (18 pages) Evaluated by HW 5C			1.8		By Week 6
HW 5C	Answer 2 short essay questions on webclass.			1		
Total Week 5		4	0	8.8	0	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Images, color, halftones, Duotones, Screens/Tints Large format considerations Small format considerations	2.5				
LEC 6B	Project Assignment: PSA Billboard	0.5				
IC EX 6A	2-3 distinct thumbnails/sketches for Billboard. Approved by teacher before end of class. Begin digital layout based on specs.	1				In Class

HW 6A	GIP: pages 26-40 (14 pages) Evaluated by HW 6B WTD TY: Page 132, 128-129 (3pages) Evaluated by HW 6B			1.7		By Week 7
HW 6B	Answer 2 short essay questions on webclass.			1		
HW 6C	Work on digital layout of billboard. Final due week 7 for class critique			6		Week 7
Total Week 6		4	0	8.7	0	
Week 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Green considerations	1.5				
LEC 7B	Project Assignment: Packaging	0.5				
LEC 7C	Project Assignment: PSA Buss Wrap	0.5				
IC EX 7A	2-3 distinct thumbnails/sketches for Buss Wrap Approved by teacher before end of class. Begin digital layout based on specs.	1.5				In Class
HW 7A	GD: Pages 112-136 (24 pages) Evaluated by HW 7B			2.4		By Week 8
HW 7B	Answer 2 short essay questions on webclass.			1		
HW 7C	Select a box shape/size for your packaging/product			1		By Week 8
HW 7D	Work on digital layout of Buss Wrap Final due week 8 for class critique			6		Week 8
Total Week 7		4	0	10.4	0	
Week 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LEC 8A	Planning your job, Communicating with service bureaus, Print Bids, press tour* Creating Die Lines for your printer	2.25				Product choice due at end of class
LEC 8B	Project Assignment: Package design (Product is student's choice. Package must include at least one special treatment; die cut/window, spot varnish, foil, etc.)	0.5				Final package due Week 10
IC EX 8A	Disassemble a box and scan. (Scan to be used as basis for creating a die line in Illustrator.)	1.25				In Class
HW 8A	Continue working on die line			4		By Week 9
HW 8B	Use die line to create sketch concepts for packaging to be approved by teacher week 9.			6		By Week 9
HW 8C	GIP: Read pages 179-180 (1 pages) Evaluated by HW 8D WTDTY: Pages 187-188, 139, 141 (4 pages) Evaluated by HW 8D			0.5		By Week 9
HW 8D	Answer 2 short essay questions on webclass.			1		
Total Week 8		4	0	11.5	0	
Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	What can go wrong: Hickies, moiré, misregistration, crossovers not aligning, not enough bleeds, not enough margin – especially for short fold pages, low res images, stretched/scaled images, fonts not outlined or included in file, not clearing unused colors poor color saturation, wrong colors, ink smearing off because of improper dry time or no coating used. Revise any class project.	4				
HW 9A	Gather artwork, copy and assests for package. Package will be completed in class week 10 so please make sure you have all your assets pulled together. Prep assests for print production			7		Week 10
HW 9B	GIP: Pages 131-133 (3 pages) Evaluated by HW 9C			0.3		By Week 10
HW 9C	Answer 2 short essay questions on webclass.			1		
Total Week 9		4	0	8.3	0	

Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Class critique of final package at end of class	1				
EXAM 9A	LASA 2: Complete package design which includes a die line, and all artwork collected and preflighted. Mock up and flat file w/markups and digital assets delivered to "printer"	3				Due at end of 3rd hour.
Total Week 10		4	0	0	0	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Modern Day Printing Techniques and Types of Presses	4	0	10
2	Paper, ink, coatings, varnishes, foils, etc. Special paper qualities	4	0	11.4
3	Preflighting and Packaging jobs for output, Collecting files for each type of application, Printers Marks	4	0	6
4	Off-Press Processes, Advertising/Publication considerations	4	0	8.8
5	Setting up your software for print proofing, Mockups, Proofing processes and types	4	0	8.8
6	Images, color, halftones, Duotones, Screens/Tints, Large and Small format considerations	4	0	8.7
7	Green considerations	4	0	10.4
8	Planning your job, Die Lines	4	0	11.5
9	What can go wrong	4	0	8.3
10	Final critiques	4	0	0
Total		40	0	83.9

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Paper: Printing Processes	50	5%
Analysis of different processes	50	5%
PSA Assignments	500	50%
LASA 1	200	20%
LASA 2	200	20%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

1-24 hours after due date = 20% off point value
25-48 hours after due date = 60% off point value
49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.