Course Outline for VCOM 65

ELECT PREPRESS/PRINT PROD

Effective: Fall 2007

I. CATALOG DESCRIPTION:
VCOM 65 — ELECT PREPRESS/PRINT PROD — 3.00 units

Culminating class in study of technical and creative design techniques necessary to produce accurate prepress files used to produce finished printed materials. Upon completion, students should be able to show mastery of the creative process and technical skills necessary to produce individual- and team-based single- and multi-page print work to client and industry specifications. This course provides students with professional prepress and print work experience within Las Positas College and the surrounding community including participation in client briefing, Q & A, presentation, feedback and critique sessions. Course includes minimum of two large print materials projects contracted through the Design Shop—the Visual Communications Program business that mirrors an industry-standard creative design agency.

2.00 Units Lecture 1.00 Units Studio Lab

Prerequisite
GDDM 64 - InDesign I
with a minimum grade of C

Corequisite
VCOM 65IN - Intern Elect Prepress Print

Grading Methods:
Letter or P/NP

Discipline:

	MIN
Lecture Hours:	36.00
Studio Lab Hours:	72.00
Total Hours:	36.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:
Before entering the course a student should be able to:

   A. GDDM64

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

   A. Demonstrate increased technical and design skill development when using Indesign or Acrobat tools and interface to generate multi-page documents;
   B. Demonstrate advanced-level skill in preparation, management, storage and retrieval of data and associated files;
   C. Demonstrate increased ability in page composition, planning and design techniques, and prepress issues;
   D. Demonstrate increased skill development to organize multiple page layouts according to a clear, legible structure;
   E. Demonstrate increased technical and design skill development using Creative Suite software to create concepts with varied visual designs; using appropriate design principles in the creation of attractive pages for press;
   F. Demonstrate increased ability to arrive at solutions of practical problems in layout, design and prepress issues;
   G. Demonstrate increased understanding of style sheets, master pages, and other work flow methods;
   H. Demonstrate increased skill development using style sheets to control text and object formatting and placement;
   I. Demonstrate an ability to enhance pages in InDesign that can be used on the web with animations or video, etc;
   J. Demonstrate increased skill development in managing, maintaining and revising document files;
   K. Demonstrate increased technical skill development to ensure all files are press ready;
   L. Complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team.
   M. Demonstrate advanced-level originality and creative abilities

V. CONTENT:
   A. Electronic press process

1. Working backward with the client brief and press service providers
2. Determine client budget and time frame.
3. Determine type of print job.
4. Determine appropriate press for job.
5. Determine appropriate ink, paper, post-press process(es).
6. Determine needs of the service bureau and/or printing press.
7. Create the design concept.

B. Communication for design process through printing:
1. Assessing needs of the client
2. Appropriateness of design to content and audience
3. Client roles vis a vis editing, proofing
4. Clarity in specifications
5. Obtaining quotes
6. Establishing and working within a publication budget
7. Researching press and prepress resources, possibilities and problems

C. Overall printing considerations, functions and appropriate uses of:
1. Design and style guides
2. Consistency via the grid (margins, gutters, bleeds)
3. Making use of standard sizes of presses, paper
4. Uses and limitations of reverse type, overprinting type, hairline elements
5. Scanners
6. Press (dot gain)
7. Place holder images

D. Technical aspects of pre-press color work
1. Basic one- and two-color printing
2. Multi-color printing: duotones, 4-color and 6-color process printing, varnishes, bump ups

E. Advanced design problems with a variety of print products and publications formats
1. Advertisements
2. Booklets
3. Brochures
4. 3-dimensional prototypes
5. Setting up the layouts file including crops, bleeds, folds, cut marks
6. Multi-page publications
7. Setting up and creating 2- and 3-dimensional prototypes for printing

F. Manipulating color and image size for reproduction; preparing accurate half tones, duotones, screens and photographs
G. Digital signature filmsetting and platesetting and set up
H. Choosing and specifying appropriate digital colors
1. Color separation
2. Trapping issues
3. Chocking and spreading in a variety of software applications

I. Choosing and specifying appropriate fonts
J. Choosing and specifying appropriate paper stock
K. Choosing and specifying ink
L. Choosing and specifying post-press options: binding, trimming, etc.
M. Tradition vs. electronic printing press issues
1. Print on demand
2. Short vs. long runs

N. Methods of digital pre-press preparation
O. Standards of quality: preparing for digital-to-plate press or film
1. Preproofing on a laser or inkjet prior to pulling film
2. Preflighting, understanding film output, approving film output
3. Pulling proof output
4. Working with client during prepress proofing process
5. Approving proof output

P. At the press
1. Establishing and working with deadlines
2. Client approvals

Q. Methods of assessing work while on the press
1. Press registration
2. Dot gain
3. Ink consumption
4. Blue lines
5. Client and designer approvals
6. Proofing while the press runs

R. Determining rights to the work
S. Determining retention of electronic documents, film
T. Handing off the work
U. Determining responsibilities after completion of work

VI. METHODS OF INSTRUCTION:
A. **Lecture** -
B. Exercises in layout design projects that reflect industry standards
C. Participation in intermediate-level Design Shop client-based work
D. **Discussion** -
E. Feedback and critique sessions
F. Web- and text-based tutorials
G. Examples of student and professional work
H. Appropriate materials and relevant software exploration
I. Computer lab time with direct instructor and cooperative peer support
J. **Demonstration** -

VII. TYPICAL ASSIGNMENTS:
A. Written Assignment: Research your client's competition in print. Identify similar materials to your client's that embody excellence in every respect. Compare and contrast it with one that you have determined does not. Include the following topics: 1. User/ease of use (user-friendly) 2. Color palette 3. Overall design look and feel 4. 3 additional features that you particularly felt work well B. Hands-On Project: Two-Sided, Folded Brochure Mailer- Instructions and Criteria: 1. Working with the client-folded 4-color process printed brochure, finished cut size: 8.5" x 11." This real-world assignment is from a local nonprofit agency, your client. Your task is to redesign and lay out a three-fold, four color process, letter-size brochure

describing the non-profit's services. You will work in teams of three with each person completing the work and the client choosing the best one for print. The completed work will be printed to the client's specifications. The team will see the piece through to the end. 2. Issues to consider: a. Know your target audience. Be sure to choose appropriate colors, type and format. b. Interview your client to get acceptable text/information and "feel" for the project. (This aspect to be discussed further in class.) c. Interview 2 printers regarding 4-color process printing. Obtain paper/ink information; dot-gain, quotes, etc. (This aspect to be discussed further in class.) 3. Phase One a. Render illustrations and provide at least 2 stock photographs to complement the client-provided text. Obtain client approval. b. Design 3 draft versions of layout for initial client approval. c. Upon receiving go-ahead to a specific version, create composite color print, cut and fold mock-up draft proof. 4. Phase Two a. Present draft mock-up in class for critique. b. Present draft mock-up(s) with print quotes to client. c. Obtain feedback from client and create final mock-up. d. Obtain written approval from client for pre-press. e. Working with printer, provide electronic output ready for press. 5. Phase Three a. Working with client, approve press proof. b. Turn in final electronic files and printed work to instructor. Your grade will reflect your overall presentation and your professionalism in presenting your completed work.

VIII. EVALUATION:
- A. **Methods**

  1. Exams/Tests
  2. Quizzes
  3. Oral Presentation
  4. Projects
  5. Lab Activities
  6. Class Performance
  7. Other:
     - a. Methods
       1. Critical analysis of assigned work
       2. Problem-solving exercises, including performance exams
       3. Quizzes
       4. Observation of homework solutions based on readings, tutorials and exercises in required text, Adobe InDesign Revealed.
       5. Review and evaluate student's assigned projects, their comprehension and application in terms and concepts listed in course content above.

- B. **Frequency**

  1. Frequency
     - a. Bi-weekly projects and presentation, oral and visual
     - b. One large midterm project and one final exam/one project including client presentation and critique.
  2. Examples
     - a. Through observation in lab demonstrate:
       1. advanced-level ability to use InDesign together with associated software in the Creative Suite, to increase productivity and workflow;
       2. advanced-level ability to prepare, manage, store and retrieve text and spreadsheet data and associated image, animation and audio-visual files with accuracy using the Adobe Bridge application and manually;
       3. ability to troubleshoot at the advanced level.
     - b. Through observation in lab and hands-on projects demonstrate:
       1. ability to use InDesign at the advanced-level with accuracy and speed to generate and layout multi—age text and image content ready for print or web;
       2. advanced-level originality and creative abilities in solving layout problems;
       3. growth in ability to use layout, print, typographical and web-related industry-standard terminology to the advanced level;
       4. evidence of further growth in skills related to professionalism in presenting completed work to the client.

IX. TYPICAL TEXTS:
  1. Botello, Chris *Adobe InDesign CS2 Revealed.*, Thomson Course Technology, 2006.
  2. Online tutorials such as www.adobe.com/tutorials, www.sitepoint.com/
  3. Online and traditional design publications, e.g., How, Layers, Communication Arts

X. OTHER MATERIALS REQUIRED OF STUDENTS:
  - A. Appropriate backup storage media