

ART 291: Digital Prepress

SPRING 2005

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CALENDAR

Section 0332 Room F201

Mondays and Wednesdays

1/17 through 5/9

Time: 12 noon – 2:45 PM

PORTFOLIO is due on May 4th.

FINAL EXAM is on May 9th.

Plan to attend and work during every class.

THE COURSE

This course is intended to provide information about the multiple elements of digital prepress. It provides a basic foundation of prepress concepts including a survey of the printing industry, industry standards, and the electronic page layout.

Prerequisites: ART 100 or permission of the instructor.

Course Competencies:

1. Analyze printed material in reference to type of printing process.
2. Demonstrate electronic page layout techniques.
3. Define the steps in the prepress workflow.
4. Use and demonstrate different characteristics of typography.
5. Edit text and graphics in preparation for printing.
6. Prepare four color process documents that are ready for electronic press.
7. Create and edit process colors.
8. Design camera ready documents that include scaling, halftones, and multi-color separations.

TEXT

REQUIRED: *The Pocket Pal Graphic Arts*

Production Handbook from International Paper 18th Ed.

COURSE REQUIREMENTS

1. Participate in all class activities.
2. Complete TUTORIALS and tests.
3. Complete outside projects.
4. Turn in Portfolio with completed assignments/notes, etc.
5. Take Exam.

GRADING

Each student will be evaluated on the extent of:

1. Participation in all activities/presentations/demonstrations/critiques
2. Completion of reading and writing assignments
3. Application of ideas presented in the course to activities in class and class original assignments
4. Submission of all assigned projects in a portfolio (individual projects will be graded on their creativity and use of artistic concepts)
5. Results of exams

TOTAL GRADE is determined by:

Exam scores = 30%

Original Projects and items 1, 2, 3, 4 above = 70%

SPECIAL NOTES: This instructor will automatically withdraw students who are not attending classes and/or after two unexcused absences.

This syllabus is subject to additions, deletions, and changes dependent upon student and course needs which may vary from semester to semester.

ADDITIONAL REQUIREMENTS

In addition to the required text, it is necessary for students to have the following items:

1. One or more Mac ZIP disk
2. Drawing materials (sketchbook, pencils)
3. Portfolio materials (binder, page protectors, etc.)

Disability Support Services

Location: Learning Center Building

Telephone: (602) 285-7477 V/TDD

The Disability Support Services (DSS) Office coordinates services which will ensure equal access to college programs for students with disabilities. Services include interpreting for the deaf/hard of hearing, notetaking, reading, scribing, adaptive technology, testing accommodations, alternative text formatting, and special seating arrangements. Some classroom accommodations such as interpreting services, audio taped texts and handouts, enlarged print and Braille materials require preparation time. For this reason, students with disabilities are encouraged to contact the DSS Office prior to registration and provide us with the necessary documentation. All disability-related information provided to DSS remains confidential.

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SCHEDULE:

Week of

- 1/17 No Class Monday – MLK Day**
1/19 Introduction/Overview/Planning
HW: Buy books, ZIP disk
Read Preflight Book pp. 1 -46
- 1/24** Quark review
Simple graphics, text paths, multi-page documents, style sheets
Complete Flyer Exercise
HW: Read Pocket Pal: HISTORY pp. 8-22
- 1/31** Discussion: History of printing industry
Wed. Quiz on History
HW: Read Pocket Pal: Intro to Printing Processes pp. 21 – 34 AND Prepress pp. 35 - 73
- 2/7** Discussion: The Printing Process
Types of printing, the technology, and when they are used. Imaging – Color theory and printing. Reproducing color, subtractive/process color, tint screens, spot colors, separation, trapping, dot gain, color correction.
Wed. Quiz on color
Begin work on Currency Project (SPOT COLOR)
- 2/14** Work on Currency Project
- 2/21 No Class Monday _ Pres. Day**
Currency Project due mid class Wed.
Critique Currency Project
- 2/28** Discussion: Software programs, Reproducing Graphics and Photos
resolution, bitmaps, scanning, vectors, file formats, fonts
- HW:** Read Pocket Pal pp. 132 – 170

- 3/7** Discussion: Lithography
The four color process, how the press works, choosing the right paper
Quiz on Lithography
Preflight Book CH. 7
Begin Project 2 – 4 Color Brochure
- 3/14 SPRING BREAK**
- 3/21** Work on Project 2
Project 2 due end of Wed. class
- 3/28** Critique Project 2
Select groups and subject for report.
Report Proposal Due.
Group work on reports
- 4/4** Work on report - Lab Periods (2)
- 4/11 Report presentations Wed.**
Preflight Book CH. 8
- 4/18** Discussion: Preflight
Begin Final Project
Quiz on Preflight
Work on Final Project
- 4/25** Open labs to work on final project
- 5/2** Final Lab to complete all work.
Final Project and Portfolio due end of class Wed. 5/4
- 5/9 FINAL EXAM** and Portfolio critique.

Outside Assignment: Printed material collecting, evaluating, and analysis. Approximately four class discussions will take place, dates to be announced.

Research Project on a specific area of the printing industry. This will be a group project and include a written report and presentation in April

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Zip Disk of all work. You must include Quark files, Image files, and Fonts for each project.

Printed work: 3 Ring book of ALL work. Include 3 color prints and the remainder in black and white. You must have a title page with your name, class, and date. Present work clean and professionally.

Assignment	Date Due	Points
Designing with spot color	2/23	100
Four color lithograph	3/23	100
Report/presentation	4/13	150
Final Project (TBA)	5/4	150
Portfolio	5/4	100
Add Analysis	Monthly	
		100
Tests/Quizzes		
History Quiz	2/2	25
Color Quiz	2/9	25
Litho Quiz	3/9	25
Preflight Quiz	4/20	25
Final Exam	5/9	100
Attend/Particip.	Weekly	100
Total		1000

Grading:

- 90 – 100% = A
- 80 – 89% = B
- 70 – 79% = C
- 65 – 69 % = D
- Below 65% = F

MCCCD Official Course Outline:

Digital Prepress

- I. Digital Prepress Processes
 - A. Traditional processes
 - B. Computer desktop techniques
- II. Digital Prepress Fundamentals
 - A. Hardware
 - B. Software
 - C. Hardcopy
- III. Color Printing
 - A. Spot color
 - B. Registration marks
- IV. Prepress Concepts
 - A. Trapping
 - B. Stripping
- V. Single Page Flyer
 - A. Spot color
 - B. Registration marks
 - C. Trapping
 - D. Color separation
- VI. Multi-page Publication (Newsletter)
 - A. Four-color separation
 1. Spreads
 2. Chokes
 3. Registration marks
 - B. Style specifications
 - C. Art work
 - D. Scaling
 - E. Halftones
 - F. Hardcopy
- VII. Multi-page Publication (Brochure)
 - A. Stripping
 - B. Style specifications
 - C. Art work
 - D. Scaling
 - E. Halftones
 - F. Multi-color separations
- VIII. Magazine
 - A. Signatures
 - B. Impositions
 - C. Downloading graphics and text
 - D. Art work
 - E. Graphics manipulation
 - F. Scaling
 - G. Halftone
 - H. Multi-color separations
 - I. Hardcopy
- IX. Evaluation
 - A. Trapping concepts
 - B. Imposition concepts