



Digital Pre-Press

INSTRUCTOR: Ian Salsman

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CALENDAR:

Meetings: Room 201 • 6:00pm - 9:45pm
Wednesdays, Aug 25 - Dec 8, 2003

COURSE DESCRIPTION:

This course is designed to give an introduction and awareness of the multiple elements of digital prepress. Through the use of page layout techniques in QuarkXpress, strong emphasis will be placed on color separations, color modes for print, impositions, signatures, output production devices and other preparations required for publication and printing.

COMPETENCIES

1. Pre-flight and package a project to take to a printshop
2. List several printing technologies with strengths and weaknesses
3. List various publications related to printing technologies
4. Describe various differences between traditional and digital technologies
5. Describe differences between print and Internet technologies and requirements
6. Design a multi-page newsletter and properly impose it for press accounting for creep
7. Design a brochure of unusual sizes, impose it and prepare it for proper color separations.
8. Design a flyer using spot colors. Set traps and knockouts
9. Define and use spot colors vs. process colors, CMYK color mode vs. RGB color mode
10. Adjust graphics to meet needs for offset printing. Also, determine proper lpi/dpi and screen values
11. Define a "PDF" workflow and post-script printing
12. Gather fonts and font elements
13. Become familiar with imposition/pre-press software
14. Produce a "report" listing the details of a file in QuarkXpress 5.x

Required TEXT:

- International Paper **Pocket Pal: A Graphic Arts Production Handbook**, 18th edition (October 2000)

Suggested TEXT:

- Cost, Frank **Pocket Guide to Digital Printing** (1997)
- Romano, Frank J. **Pocket Guide to Digital PrePress** (1996)
- **Visual Quickstart Guide QuarkXpress 5:** Peachpit Press (2002) ISBN 0-201-35491-8 © 2002
- Thomas, Suzanne Saygegh **Using QuarkXpress 5** (2002): Thomson - Delmar Learning ISBN 0-7668-3924-9

REQUIRED: MAC formatted Zip Disk(s), Jumpstart Drive(s)

IMPORTANT DATES:

- November 24:** Outside Projects Due
- December 1:** Portfolios and Final Projects Due
- December 8:** Portfolio Presentation/Critique and Final Exam

EVALUATIONS:

Final Grade is based on:

- Class Participation and Attendance 10%
- Final Exam 10%
- Portfolio 10%
- Assignments (including outside project) 50%
- Design concepts and use of QuarkXpress 20%

EXTRA CLASS PERIODS: (mandatory)

In order to maintain the state's requirement for credit hours and still maintain our class schedule, four (4) extra class periods, or equivalent, must be arranged and upheld. This will include the following three items:

1. One mandatory class field trip to be arranged at a later time.
2. Completion of the outside assignment as outlined on the attached assignment schedule.
3. Attendance of at least two Saturday lab times.

Special Notes:

- *This syllabus is subject to additions, deletions and changes dependent upon student and course needs - which may vary from semester to semester.*
- *Attendance and class participation is mandatory. If unable to attend class, prior communication with instructor is required and appropriate make-up work agreed upon. Students arriving after 15 minutes from start of class will be marked late.*
- **Disability Support Services**
Learning Center Building • (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.



ASSIGNMENTS

1. Flyer (NOTES: assignment details will be assigned as the semester proceeds)

- a. Due: **September 15**
- b. Theme: Your Choice
- c. Size: 8½x11
- d. Color: Use two or three spot colors of your choice

Please Note:

Assignments and schedule may change at any time at the discretion of the instructor

2. Poster

- a. Due: **September 29**
- b. Size: 10x16
- c. Color: CMYK Process and one spot color.
- d. Note: At least in one spot the spot color and CMYK colors must over-lap. Do not forget to set proper trapping/knockout
- e. Submit:
 - One full size composite
 - One print out of proper separations

3. Brochure

- a. Due: **October 20**
- b. Theme: to be arranged later
- c. Size: non-standard (ie. Not 8½x11 or 11x17 ...)
- d. Bindery: Your choice of fold from page 154 of pocket pal: options 2A, 3B, 4A, 5A lor 5B
- e. Color: Use Two (2) Spot Colors
- f. Include at least one scanned image and one vector image

4. Ticket

- a. Due: **November 3**
- b. Theme: Ticket for entry into a theater show
- c. Size: approximately 2-3 inches by 4-6 inches
- d. Include: Price, Date, Location and Title and any other pertinent information. Also include a tear-off stub
- e. Color: Use black plus one other spot color

5. Multi-Page Booklet/Newsletter

- a. Due: **December 1**
- b. Theme: Your choice
- c. Finished size: a full signature must fit on an 8½x11 sheet of paper including cropmarks.
- d. 16 pages
- e. Bindery: Saddle-stitch
- f. Include graphics, text, color as you desire
- g. For submission:
 - i. A final assembled product printed both sides including stapling
 - ii. As much as possible, include the newsletter imposed with crop marks, registration marks all other printing marks “ready” for press.

Outside Assignment (2 parts)

1. Prepare a Pre-Flight checklist that you can use when preparing to take a project to a printshop.

...and one of the following:

2. Visit three (3) printshops of different levels (ie: quick printing, small press and higher end presses) and interview them regarding their requirements for bringing in electronic files. Prepare a project such as a multi-page newsletter to submit to each of these printshops and obtain estimates of runs of 500, 1000 and 1500. Prepare an estimate for me, your client, for consideration. Also, include a 1-2 page report on your impressions of your visits.
3. If there is another project that you would like to pursue as your outside project, a proposal must be submitted and accepted by your instructor not later than **November 3**



EXPECTATONS FOR GRADING ... CONTINUED FROM PAGE 2

- For each assignment, submit the following (*in addition to anything listed above*):
 - ❑ A hard (printed) copy as per the assignment instructions
 - ❑ A copy of the “report” for the file
 - ❑ Your name, course number and date on each sheet of paper.
- Please submit your assignment on time. The project is due at the end of the class on the date the assignment is due. Points will be deducted for assignments turned in late unless prior communication with the instructor is made.
- **Final Portfolio:**
 - ❖ **Your disk.** Each assignment must be in its separate folder and clearly marked. Include **ALL** of the following as though submitting to a local printshop for production:
 - ❖ The native Quark file
 - ❖ All graphics
 - ❖ All fonts
 - ❖ A list of specs
 - NOTE:* Also, clearly mark you name, course number and phone number on the disk and jacket.
 - ❖ **Printed pieces of each assignment.** Present your final copies in a professionally displayed manner. Make sure your name, course number and phone number is clearly marked.
- **Project Grading**

All instructions and guidelines met:	60%
Design: <i>use of design principles such as value, line, texture,</i>	30%
<i>consistent font usage, readability, consistency and unity</i>	
Met deadline:	10%
Total	100%