REQUIRED BOOK:
Getting It Right in Print: Digital Prepress for Graphic Designers by Mark Gatter

INSTRUCTIONAL PROCEDURES
A. Assigned readings from handouts
B. Lectures and classroom demonstrations
C. Critique and discussion of student work

GRADING CRITERIA
Your final grade will be based on the following grading criteria:

Sketch/note book, classroom quizzes and in-class projects:
- 30% of final grade

Projects:
- 70% of final grade

Each project’s grade will be based on the following grading criteria:

Classroom work showing collaboration, participating, peer evaluation, and demonstration of thinking and studio skills:
- 30% of project grade

Presentation and project completion on due date:
- 70% of project grade

STUDENT REQUIREMENTS
A. To have a complete understanding of all assignments, class attendance is required. ATTENDANCE IS IMPORTANT.
   1. The evening section of this course only meets once a week. One absence means missing two classes.
   2. During the semester ONE absence will be permitted, after which further absences will reduce a student’s final grade. (Two absences will result in the loss of one letter grade. Three absences will be considered cause for withdrawing/failing the student from the course.)
   3. TWO late arrivals will equal ONE absence.
   4. Students who withdraw from the course must do so in accordance with the college policy to request a “W/D” as a final grade. Otherwise, unauthorized withdrawal from the course will result in a grade of “F.”

B. Students are responsible for gathering instructional information, procedure, coursework and project guidelines on the assigning date. Project guidelines will be discussed by the professor on the assigned date only. If you miss this discussion, it is your responsibility to ask a fellow classmate for the assignment and complete the project for submission on the scheduled due date. Students who are absent are not excused from meeting project deadlines.

C. All assigned projects must be completed and handed in on its due date for full credit. The grade will be deducted 15 points for every class day the assignment is after its due date. Graphic design is a DEADLINE-oriented profession and this requirement will be strictly enforced.

D. NO COURSE INCOMPLETES will be given. All grades are averaged and weighed by the grading criteria. Even if “A” work has been done for the semester, an “A” for a final grade will not be given if a project/paper is missing from the grading criteria. Each project will have its own grading evaluation. It will be discussed at the assigning of each project.

E. The required book must be purchased. Assigned readings will be from the book. You are expected to complete these readings and prepare for in-class quizzes.

F. You must come to class prepared to participate in all class critiques, assignments, quizzes and studio time. You are expected to have the necessary tools and supplies to fully participate in all classroom exercises and show strong work habits. Preparation is calculated into your final grade for each project and the semester.

G. Respect for the property and others in the classroom. Student conduct policy for this course prohibits the following behaviors: a) no eating or drinking in computer classroom; b) excessive or distracting conversation; c) use of computer, mouse or keyboard during lecture; d) unauthorized use of computer equipment; e) academic dishonesty on any test, research, or course work; f) destruction, unauthorized transfer or alteration of files; and g) disruption of class by use of cellular phones, audible beepers and instant messaging. In accordance with College policy, any student guilty of the above may receive a failing grade, be dismissed from the class, and/or be referred for further discipline proceedings.

H. Retain all work completed through the semester for an end-of-the-semester portfolio review. A graphic design portfolio review is required for all majors in their final semester before graduation. Retaining this work will also help in the successful completion of that course.
GR 26: Publication Design

GRADING SCALE:
A Exceptional; means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness. The assignment exists as part of the complete design development. A quality piece of work.
B High; objectives are met and design principles are primarily well understood. May be lacking in overall design quality, craftsmanship, clarity, or design development. Good overall effort.
C Average; the minimum requirements of the assignment have been met but not exceeded. Extra effort and insight into development of the basic assignment are necessary to produce higher quality work.
D Below average; there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development are also apparent.
F Unacceptable; do assignment over. See instructor immediately for further clarification.

COURSE OBJECTIVES
This course will enhance one’s development in the techniques and skills necessary for the graphic design profession. The practical exercises assigned will mould the learner for the following objectives:
1. Demonstrate the technical skills required in preparing digitally-produced graphic visual communication for print.
2. Ability to plan and execute a sequential message in a multiple page document
3. Ability to gather and utilize information from a variety of sources in a variety of modes
4. Demonstrate an understanding of pre-production preparation such as typesetting, electronic picture editing, page design, basic drawing, type treatment design and color
5. Ability to communicate visual-verbal effect in a message to the consumer
6. Define the sequential steps involved in problem definition, information gathering, idea finding, solution finding and implementation
7. Prepare a grid system for use in a design project
8. Identify the sources for graphics and photographs (clip art, stock photos, promo photos, art direction/shoots)
9. Explain methods of creative brainstorming
10. Explain the roles of the client, designer, production arts, printer and vendors
11. Communicate effectively with printers and service bureaus by maintaining a working glossary of terms
12. Gather needed information from a client or supervisor
13. Identify the components of a creative strategy or design brief
14. Identify the components’ of a successful resume and cover letter
15. Identify different papers and card stocks and select proper stock for different jobs
16. Explain issues of visual appeal in paper (quality, finish, coatings, colors, color cast, brightness, opacity, watermark)
17. Create camera ready art for sheetwise imposition using register marks and color coding on overlays
18. Demonstrate proper methods for handling photographs and line art
19. Identify theory and ethical issues related to publishing various documents
20. Synthesize gathered knowledge and demonstrate skills with the creative problem-solving process
21. Analyze the relationship between editorial content, form and style in the design of publications

MATERIALS
Storage devices such as USB Flash Key or Zip cartridges
Recordable CDs for archiving files from server and for final electronic completion of all course work
Sketch book to be used as a journal and planning book [reviews of book will occur throughout the semester]
Drawing Instruments such as pencils, colored markers, pens

GR 26: Publication Design
WEEKLY SCHEDULE FOR LECTURES AND PROJECTS

Week 1
- Course Outline overview
- Read Chapter 1 and Glossary [Quiz on Glossary in week 3]
- Grid systems; problem definition; terminology of publishing
- Studio: Project 1 (Advertising)

Week 2
- Critique: Project 1
- Executive multiple-page layout with graphics, images and text; Preflight document
- Read Chapter 3
- Studio: Project 2 (Multiple page newsletter)

Week 3
- Glossary Quiz
- Paper, ink, color, bleeds
- Studio Work: Project 2
- Read Chapters 4 and 5

Week 4
- Presentation: Project 2
- Images and Text
- Read Chapters 7 and 8
- Studio: Project 3 (Newspaper ad layout)

Week 5
- Duotones and clipping paths
- Studio: Project 3

Week 6
- Presentation: Project 3
- Output options and implementation
- Read Chapter 11 and 12
- Studio: Project 4 (Alphabet Poster)

Week 7
- Input options and implementation (scanning and digital camera)
- Studio: Project 4

Week 8
- Presentation: Project 4
- Trapping and production techniques
- Read Chapter 14
- Studio: Project 5 (color separations)

Week 9
- Swatch Libraries: Pantone and spot colors
- Read Chapter 15
- Studio: Project 5

Weeks 10 and 11
- Presentation: Project 5
- Read Chapter 17
- Studio: Project 6 (Corporate Identity System)

Weeks 12, 13 and 14
- Presentation: Project 6
- Studio: Project 7 (Terms Booklet)

Week 15
- Final Project presented
- Final examination

Quizzes will be given during the semester. Some quizzes will be client problem to be solved during that class period.

All project instructions will be given in class.

Your sketch book will be used for the planning of these projects and is expected to be presented to peers and faculty during the course of the projects.