

## **Print Production for Designers**

**GRA3532**

**Section 7389**

Fall 2012

Friday 2:30 - 5:50

Rm G204

Instructor: Professor Matthew Lange

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Office Hours: Tuesdays and Fridays 1:00 - 2:00

### **Course Description**

Print Production for Designers focuses on current print production procedures that can prepare print designers for real world policies, procedures and accountability. Understanding the printing processes is an essential part of designing that can assure a predictable outcome. Emphasis is on the importance of personal communication skills to better advance ideas. Topics include print media specifications, digital prepress, PreFlyt, page imposition, proofing, and preparation of color files. Strategic use of Internet search engines, websites, and leveraging tools of technology will be demonstrated to support student efforts.

### **Expectations**

In this course you will be expected to explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, policies and procedures to understand the applied theory and manage graphic arts color. You will be expected to work individually to document, analyze and apply learning about key printing production topics and concepts.

You will be required to demonstrate an understanding of the topics from reading resource material and completing written assignments prior to the class sessions. You will be expected to articulate your thoughts during class sessions through discussions and presentations.

A written mid-term exam will cover subject matter and presentations covered in class.

In addition to individual assignments, you will work in teams to produce a major term project. Each team will collaborate to design, produce and present a publication of no less than 16 pages with a self-cover. Correct document preparation, PreFlyt, printing and finishing will be covered during the semester. Team cooperation will be critical to project success.

### **Attendance:**

College and Departmental policies regarding attendance and lateness will be strictly upheld. Only two absences will be allowed. Students arriving after role is taken will be marked late. 2 lates = 1 absence. After being absent two times or equivalent, a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Please notify me in advance if you will be unable to attend a class session. It is your responsibility to obtain notes for missed sessions from your peers. You will be expected to email homework assignments to the instructor before or immediately after any missed sessions. Absence from class does not excuse you from submitting homework assignments on time.

## **Grading**

In-class productivity .....	30%
Learning Journal .....	30%
Quizzes .....	10%
Mid-term exam .....	10%
Final Term Project and Presentation .....	20%

## **Academic Integrity Standards**

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

## **Recommended Texts**

*Forms, Folds, and Sizes.* Poppy Evans. Turtleback Books. ISBN: 1592530540

*Getting It Right in Print.* Mark Gatter. Harry N. Abrams Books. ISBN:081099206X or Laurence King Publishing. ISBN:1856694216

*Pocket Pal, GA Production Handbook.* International Paper. ISBN: 0614255236

*Production for Graphic Designers.* Alan Pipes. Overlook Hardcover; 4<sup>th</sup> edition (October 20, 2005). ISBN: 1585676691

## **Additional Resources**

American Printer, Graphic Arts Monthly, Printing Impressions, Printing News, Blurb.com, vistaprint.com, adobe.com, Library of Congress Digital Collections, Wikimedia Commons, ilovetypography.com, myfonts.com, etc.

## **Course Materials**

It is highly recommended that you begin using a portable hard drive for for storing, transporting and managing your digital files. This is a good habit that will become necessary as you accumulate work and continue building a portfolio. At very least, for this course, you will be required to work with a 16gb USB storage device.

In addition to portable storage devices, you should also familiarize yourself with cloud storage options such as Dropbox, Google Docs, and iCloud. While these resources will not be acceptable means of transporting files to and from class on a weekly basis, they are potentially valuable tools for backing up and transferring files.

Access to Adobe InDesign and Adobe Photoshop on a regular basis, outside of class, will be necessary to complete this course. Please familiarize yourself with lab hours at City Tech if you do not have access to photoshop on your own computer.

## **OpenLab**

We will be using the OpenLab internet application to provide access to course materials, keep current with course developments and allow students to communicate, collaborate and submit course assignments inside and outside the classroom. Weekly homework assignments and other course materials will be readily accessible to you via this platform. You will be responsible for creating an OpenLab profile (if you have not done so already), and joining the Course group for this class.

Our OpenLab Course page can be found at the following URL:  
<http://openlab.citytech.cuny.edu/groups/print-production-for-designers/>

Our OpenLab page is linked to a Wordpress site that will serve as an additional resource for homework assignments, recommended links, etc.

Our class website can be found at the following URL:  
<http://printproductionfall2012.wordpress.com/>

You will be responsible for posting weekly homework assignments on these sites, so please familiarize yourselves with them as soon as possible.

## **Class Schedule**

### **Week 1 - August 31**

Introduction and Course Overview

For Next Week:

“Reading”: Paul Chan, *Wht is a Book?*, Badlands Unlimited, NY, 2010. (PDF available online.)

### **Week 2 - September 7**

Designer as Manager

Create an Org Chart, identify personal strengths and define collaborative responsibilities

For Next Week:

Written response: Roles and responsibilities in the print production workflow.

### **Week 3 - September 14**

Industry Specifications and Media Applications

Identify and understand the function of professional organizations and media standards

For Next Week:

Written response: understanding the importance of professional organizations.

### **Week 4 - September 21**

Color Management for Production

Analyzing color modes and spaces, planning for color gamuts

For Next Week:

Mapping additive and subtractive color principals.

### **Week 5 - September 28**

Using Color in Production

Understanding the Bourges Color Concept, working with color combinations and color palettes

For Next Week:

Mapping color relationships; clean, contaminated and complementary colors.

**Week 6 - October 5**

Papers and Substrates

Understanding paper production, impact of surfaces and finishes on printing processes

For Next Week:

Written response: Print guidelines and paper selections

**Week 7 - October 12**

Mid-Term Review

Examination and presentations showing progress on term projects

For Next Week:

Written response: Postpress facts and functions

**Week 8 - October 19**

Postpress Specifications

Analyzing industry specifications for binding and finishing, planning for a finished product

For Next Week:

Identifying bound and finished products.

**Week 9 - October 26**

Postpress and Printing

Understanding the relationship between printing processes, substrates, and binding and finishing.

For Next Week:

Critical examination of printing, binding and finishing processes

**Week 10 - November 2**

Printing Specifications

Compare and contrast industry specifications for different printing processes.

For Next Week:

Written response: printing processes in the digital age.

**Week 11 - November 9**

Previewing Final Layout: PreFLyt

Examining documents, layout, file formats, and color space for successful printing

For Next Week:

PreFLyt Checklist: Begin examining final project for potential output issues

**Week 12 - November 16**

Prepress and Proofing Specifications

Understanding proofing techniques and the impact of color spaces for monitor-based and hard copy output.

For Next Week:

Written response: The importance of proofing

**Week 13 - November 30**

Prepress and Proofing Specifications

Review procedures for calibration on soft-proofing devices, anticipating and correcting issues in hard proofing formats

For Next Week:

Finish final projects

**Week 14 - December 7**

Presentation of Final Projects

**Week 15 - December 14**

Presentation of Final Projects