



New York City College of Technology  
The City University of New York

Department of Advertising Design & Graphic Arts  
**Graphic Communications Workshop/GRA1111**

**GRA1111, section 7306, Tue 11:30am - 2:00pm**

**Spring 2012**

**Instructor:** Mary Brown

Email: [mbrown@citytech.cuny.edu](mailto:mbrown@citytech.cuny.edu)

Phone: 201-407-9502

---

**Course Description**

This course introduces students to core concepts in the graphic communications field. Lectures will provide historical perspective as well as examining current practice and future media trends. Students will examine and work with digital technologies for print and the web such as Portable Document Formats (PDF) and Extensible Hypertext Markup Language (XHTML). Examination of the role of typography, paper, color theory and image capture in the design and production process. Students will also use the OpenLab website (<http://openlab.citytech.cuny.edu/>) during the course. There will be at least one field trip, which will be an integral part of the course.

1 class hr, 2 lab hrs, 2 credits

**Required Texts**

*Introduction to Graphic Communications*, Harvey Robert Levenson, Printing Industries Press, 1st Edition (2007).

**Periodicals/Websites**

OpenLab, Gutenberg Project Site, Gutenberg Bible at the University of Texas Ransom Center, Google Books, New York Times, Wired, Graphic Arts Monthly, CMYK Magazine, Print, Printing News, Printing Impressions, How Design, AIGA National Design Digital Archive, GAIN website, among others.

**Attendance (College) and Lateness (Department) Policies**

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 latenesses = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

**Academic Integrity Standards**

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

**Grading**

Quizzes (3 during the semester)	15%
Classrooms Participation	10%
Project Assignment	25%
Final Exam	25%
Homework Assignments	20%



New York City College of Technology  
The City University of New York

Department of Advertising Design & Graphic Arts  
Graphic Communications Workshop/GRA1111

GRA1111, section 7306, Wed 11:30am - 2:00pm  
Instructor: Mary Brown  
Email: mbrown@citytech.cuny.edu  
Phone: 201-407-9502

Spring 2012

**Schedule of Topics** (*This schedule is subject to change*)

---

**Week 1** (Jan 31)

**Introduction:** Class introduction and course overview. Expectations of the class are explained including attendance, homework, assignments, grading, testing, classroom participation, and projects. OpenLab will be introduced.

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 1-35; Article on Gutenberg from the December 31, 1999 issue of *Time Magazine*; View Gutenberg Bible Images at University of Texas Ransom Center Web site: <http://www.hrc.utexas.edu/exhibitions/permanent/gutenberg/>

**Homework/Lab:** In class assignment

**Week 2** (Feb 7)

**From Gutenberg to Google: Overview of Graphic Communications:** The theme of this lecture is the evolution of printing and how new technologies fundamentally altered the presentation and availability of communication.

**Homework/Lab:** In class assignment

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 37-61; The Times Enters a New Era of Electronic Printing from the July 3, 1978 issue of the *New York Times*; *Before & After Design* PDF article on how to create a logo from letters.

**Week 3** (Feb 14)

**Transitions of New Technology and Graphic Communications:** Technological developments in the graphic arts, such as software and layout programs.

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 62-81

**Homework/Lab:** In class assignment

**(Feb 21) NO CLASS — MONDAY CLASS SCHEDULE**

**Week 4** (Feb 28)—Quiz #1

**Various Segments of the Graphic Communications Industry:** The various jobs and positions that are available, i.e., publishing (magazine, book, newspaper), digital, etc.

**Homework/Lab:** In class assignment

**Reading Assignment:** Adobe Type Primer

**Week 5** (Mar 6)

**Typography:** Students are introduced to different classifications of typefaces; vocabulary of typography; digital type foundries.

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 83-101.

**Homework/Lab:** In class assignment

**Week 6** (Mar 13)

**Paper and Ink:** How paper is manufactured; types, characteristics, sizes and environmental issues.

**Homework/LAB:** In class assignment.

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 103-123

**Week 7** (Mar 20)

**Elements of Design part 1:** This lecture will cover half-tones, separations, digital input (scanning), image resolution in digital photography, color theory, etc.

**Homework/Lab:** In class assignment.

**Reading Assignment:** TBD

**Week 8** (Mar 27)—Quiz #2

**Elements of Design part 2:** This lecture will cover the various file formats, etc.

**Homework/Lab:** In class assignment.

**Reading Assignment:** *Introduction to Graphic Communication*, pp. 125-164

**Week 9** (Apr 3)

The **Printing Process:** Major print technologies used in the industry: Offset Lithography, Gravure, Flexography, Screen Printing and Digital Printing are covered during this class. The rapid evolution of digital and on demand printing is discussed as changing the business models for print. Sustainable printing practices are discussed.

**Homework/LAB:** Upload first field trip report to WordPress site; Research and create slide presentation or wiki on one print process with fellow students during lab. Study for quiz.

**Reading Assignments:** *Introduction to Graphic Communication*, pp. 165-180

**(APR 10) NOCLASS — SPRING RECESS**

**Week 10** (Apr 17)

**The Printing Process—Post Production & Finishing:** colors in the visual spectrum are identified and the three key color spaces for the graphic arts are introduced.

**Homework/LAB:** In class assignment.

**Reading Assignments:** TBD

**Week 11** (Apr 24)

**Digital Printing:** This lecture will cover print-on-demand, ebooks, etc.

**Homework/LAB:** Inclass assignment.

**Reading Assignment:** TBD

**Week 12** (May 1)—Quiz #3

**Digital Prepress:** The best methods for planning, organizing and creating electronic files for commercial print, packaging print (flexography) and Internet publishing.

**Homework/LAB:** During lab, students compare and contrast the file preparation guidelines for web sites: such as *Blurb.com*, *Printingforless.com*, *lulu.com*.

**Reading Assignment:** TBD

**Week 13** (May 8)

**Current Technology and Alternatives to Printing:** This lecture will cover the use of websites and blogs to deliver content; digital file formats in the graphic arts, such as PDF, XML, HTML.

**Homework/LAB:** Basic HTML formatting exercise

**Reading Assignment:** TBD

**Week 14** (May 15)

**Final Assignment Due Complete; Review for Final**

**Week 15** (May 22) FINAL EXAM