Syllabus COMD 3532 D258 Production for Designers

New York City College of Technology (City Tech)
The City University of New York (CUNY)

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Course Description: Production for Designers focuses on current print and production procedures that can prepare designers and creative thinkers for real world situations. Understanding print (offset and digital) and the process of production is an essential part of design that can assure a predictable outcome of deliverables. Emphasis is on the importance of personal communication skills to better interface with colleagues. Topics include print media specifications, digital and offset prepress, page imposition, proofing, different substrates, foil stamping, and preparation of color files. Applied discussion of reverse engineering, workflow and project planning are critical to this course. Strategic use of Internet search engines, websites, and leveraging tools of technology is demonstrated to support student efforts. **The course was shifted to a distant learning function via Blackboard March 2020.**

3 Credits, 4 Hours (2 lectures, 2 lab)

Prerequisites (Or co-requisite as required) (Or co-requisite as required) COMD 3500 or COMD 3501 or department approval required.

Learning Goals: Students in this class are expected to observe, engage, analyze, critique, explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, policies and procedures to understand how print production procedures work across digital and offset output. Students are required to demonstrate an understanding of the class's topics from in class involvement, lectures, notes, readings, resource material visit to industry-based firms and completing the assignments prior to and in the class sessions.

Conduct: The class will include two 5-minute breaks, no cell phone usage is allowed in the class and in class conduct is expected to be professional, negative behavior will be noted and can impact your final grade.

Requirements: Students are required to use OpenLab/Blackboard for class announcements, downloads, copies of class lectures. Student must have a college-issued email address linked to OpenLab.

Educational Resources: Links, articles, books, videos, will be listed on OpenLab as they relate to the lesson plan. There is no class text suggested reading will be listed on OpenLab.

Class Sessions and Tentative Topics: Class session begin on Monday January 27th (8:00 am to 11:20 am) and end on Monday, May 18nd, a total of 15 session will be held. The class will meet in Pearl 116. Due to the COVID-19 crisis, no classes will be held off campus and after mid-March all classes will be presented online.

Office Hour: I will be available to answer your questions or to clarify any topics each Monday directly after this class ends between 11:30 am, and 12:30 pm. Office hours will be held in Room P 117– appointments are suggested but no mandatory. Due to the COVID-19 crisis, I will

be available for calls, texts emails or video chats as needed. Video chats should be scheduled in advance.

OpenLab: When stated and supportive, all in class presentations, links, articles, attachments will be uploaded via OpenLab for your review.

Tentative Topics:

Session One: Introduction to the class, orientation and syllabus review. Main topics: What is Production, how does it impact the design, creative product.

OpenLab: https://openlab.citytech.cuny.edu/groups/production-for-designers-54179500/

The Importance of Production:
https://study.com/articles/Advertising_Production_Manager_Job_Description_and_Duties.html

https://smallbusiness.chron.com/advertising-production-process-45162.html

https://apc-nyc.org/about-apc/what-is-the-apc/

Reverse Engineering: https://audienti.com/reverse-engineering-marketing/
https://searchsoftwarequality.techtarget.com/definition/reverse-engineering
https://searchengineland.com/reverse-engineer-online-advertising-strategy-288994

What would you like to learn?

Session Two: What is print, the future of print and an introduction, overview of print specifications and basic print tools. Document setup, review files types document setup and introduce the Mid-Term project – business and file development. The integration of digital and legacy media. Review of Session One topics and examination of the first in class lab project.
Homework Assignment: Printed Samples – Due in Two Weeks.
What is Media and the language used to work "in" media.
The History of Print.
Introduction to Specifications.

Session Three: The history of printing methods, from the earliest days of print, to current print technology and the segments of print, the re-birth of print and the future role of print. Reverse engineering with examples and in class assignment review. Review Assignment samples
FTP sites, Raster, Vector and Imaging formats, Job Tickets and the introduction to the Mid-Term Project.

Session Four: Review of the process of print, review samples as part of the homework assignment, introduce the Mid-Term project. Page imposition, examples (in class) of simple imposition. What is color management? RGB and CMYK, additive and subtractive color theory, explain color gamut's, space profiles and targets. Explain the value of color to the brand and the impact of color on the consumer. Introduction to Printing
Four "types" of printing, in class assignment/discussion What is printing, what does it mean to you?

Session Five: Main topic; Color, Color Management, color and brands, guest speaker and in-depth examination of color balancing an in-class display. Introduction of color management terms and What is a Delta? Guest Speaker. Discussing the three "verticals" contained within the graphic art business. Linking the four print production types with the three-print based "verticals" and linking digital and legacy media.
https://urldefense.proofpoint.com/v2/url?u=https-3A__medium.com_-40colorkarma_new-2Dstudy-2Dshows-2D67-2Dof-2Dsuppliers-2Dare-2Dcolor-2Dblind-2D5b2520dab31&d=DwIFAg&c=pRW6ZPn_LDv0DnDIAK65Ad0CA4hBS-2mAmNa2_oHfF0&r=KKmOsKkxK9cTnlamldu2SBJuzi3nAZuV52R9CArSnYo&m=4kLlUBXwJjGPTIJ9hQKf38CBtb7Jh8dAn6JayrnUuzw&s=j37ngU1nJ3c1ym5dj1U5h7obNvHn1awRvHVRZod1f44&e=

Session Six: Class Suspended

Session Seven: Class Suspended

Session Eight: Digital Print

Session Nine: Paper, substrates and the importance of the "touch" in a successful print-based project. How is paper made? Is paper the fifth color in 4-color printing? Review of multiple samples, products form SAPPI, MOHAWK and other paper manufacturers and merchants.

Session Ten: Post press, bindery, finishing, the role of the designer to manage a production-based project. Timelines, planning workflow, the partnership between the designer and the vendor.

Session Eleven: Close out on Printing Specs and Design and production workflow, identifying and solving production problems. Printing Industry Standards, Color Specs, examination of a press proof, soft and hard proofing, the importance of proofing. Prepress, Premedia and preflighting. Understanding the PDF, Halftones and review.

Session Twelve: Putting it all together, Creative workflow, Pre-media, production, post-production and distribution and finishing.

Session Thirteen: Structural Graphics PDF review and discussion of the importance of the creative process and the related print business.

Session Fourteen: Review for Final Exam

Session Fifteen: In Class Final Exam

Final Grade Formula: Total 100%; 25% Projects; 10% Quiz/test, 25% In-Class Productivity 25%, Final Exam 15%.

Grade Focus and Measurements: Focus on six grade productivity factors (values will depend on focus of assignment): (1) Use of appropriate & accurate identification in file and page IDs. (2) Use of appropriate & accurate terminology. (3) Use of appropriate & accurate specifications. (4) Demonstrate application of knowledge to solve raster and vector challenges. (5) Presentation of your original material. (6) Citation & documentation of supporting material.

There may be no make-ups for those who are late for or miss any classes, quizzes, labs, or projects. You are responsible for being in class on time, submitting assignments and

asking relevant questions. Information that is covered when you are out of the room or distracted from paying attention is still your responsibility. Students who are more than 15 minutes late may be marked "late" and 30 minutes late may be marked "absent." Assignments received after the deadline may earn a zero. After the end of class, any late assignments may earn a zero. Any missed assignments may earn a zero. Levels of grade definitions (numbers from current College Catalog) Maximum Points: 4 / A = 93 - 100; excellent (superior quality in meeting expectations) Accuracy, organization and presentation of work exceeds coursework requirements and student demonstrates content mastery.

Above Average Points: 3.7 / A- = 90 - 92.9;

3.3 / B+ = 87 - 89.9;

3.0 / B = 83 - 86.9;

2.7 / B- = 80 - 82.9;

2.3 / C+ = 77 - 79.9;

Presentation of work meets the coursework requirements and the student demonstrates an above average understanding of the coursework without complete mastery.

Average Points: 2 / C = 70 - 76.9; acceptable (satisfactory in meeting expectations) Presentation almost meets coursework requirements. Material needs revision to reflect correct/complete information. However, the student demonstrates a general understanding.

Below Average Points: 1 / D = 60 - 69.9; Unacceptable quality (does not meet expectations) Needs revision to correct information. Demonstrates minimal understanding of the topic. No Points: 0 (Zero) / F = 59.9 and below Needs substantial revision to correct coursework information. Does not demonstrate minimal understanding of the coursework.

Attendance (College) and Lateness (Department) Policies: Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If a student's class absences or equivalents are excessive, the instructor may alert the student that he or she may be in danger of not meeting the course objectives and may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade. A grade of "WU" is only for students who attended at least once and stopped attending without officially withdrawing from the course. CUNY and College Academic Integrity Policy: 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.

This class has no requirement for a class textbook, but three books that will provide great assistance are available:

The Pocket Pal, The Handy Book of Graphic Production – International Paper - 20th edition and

Introduction to Graphic communications - Harvey Levenson and John Parsons

Designing for Print - Marina Joyce

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