

CATALOG DESCRIPTIONS

VCOM 65: Culminating class in study of technical and creative design techniques necessary to produce accurate prepress files used to produce finished printed materials. Upon completion, students should be able to show mastery of the creative process and technical skills necessary to produce individual- and team-based single- and multi-page print work to client and industry specifications. This course provides students with professional prepress and print work experience within Las Positas College and the surrounding community including participation in client briefing, Q & A, presentation, feedback and critique sessions. Course includes minimum of two large print materials projects contracted through the Design Shop—the Visual Communications Program business that mirrors an industry-standard creative design agency. 2 hours lecture, 4 hours studio.

Attendance in class in mandatory!

All assignments and due dates will be posted and downloadable from the class web site. <http://classes.lpcdesignshop.com/vcom65>

LECTURE & STUDIO/LAB — EVERY TUESDAY & THURSDAY; 11:00 AM to 1:50 PM

Student Learning Outcomes: *Upon completion of the course, the student should be able to:*

- A. Demonstrate increased technical and design skill development when using Indesign or Acrobat tools and interface to generate multi-page documents;
- B. Demonstrate advanced-level skill in preparation, management, storage and retrieval of data and associated files;
- C. Demonstrate increased ability in page composition, planning and design techniques, and prepress issues;
- D. Demonstrate increased skill development to organize multiple page layouts according to a clear, legible structure;
- E. Demonstrate increased technical and design skill development using Creative Suite software to create concepts with varied visual designs; using appropriate design principles in the creation of attractive pages for press;
- F. Demonstrate increased ability to arrive at solutions of practical problems in layout, design and prepress issues;
- G. Demonstrate increased understanding of style sheets, master pages, and other work flow methods;
- H. Demonstrate increased skill development using style sheets to control text and object formatting and placement;
- I. Demonstrate an ability to enhance pages in InDesign that can be used on the web with animations or video, etc;
- J. Demonstrate increased skill development in managing, maintaining and revising document files;
- K. Demonstrate increased technical skill development to ensure all files are press ready;
- L. Complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team.
- M. Demonstrate advanced-level originality and creative abilities

VCOM 65 SYLLABUS • Prepress and Print Production

Class meets: Tuesday and Thursday 11:00 AM to 1:50 PM

January 23 to May 23, 2013

CLASS ATTENDANCE MANDATORY

NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

PREREQUISITE AND/OR ADVISORY SKILLS

Before entering this course, it is strongly recommended that the student has:

- Have taken VCOM 52, VCOM 56, VCOM 57, VCOM 58, VCOM 59, VCOM 64 or the permission of the instructor

COURSE CONTENT

- A. Electronic press process
 1. Working backward with the client brief and press service providers
 2. Determine client budget and time frame.
 3. Determine type of print job.
 4. Determine appropriate press for job.
 5. Determine appropriate ink, paper, post-press process(es).
 6. Determine needs of the service bureau and/or printing press.
 7. Create the design concept.
 - B. Communication for design process through printing:
 1. Assessing needs of the client
 2. Appropriateness of design to content and audience
 3. Client roles vis a vis editing, proofing
 4. Clarity in specifications
 5. Obtaining quotes
 6. Establishing and working within a publication budget
 7. Researching press and prepress resources, possibilities and problems
 - C. Overall printing considerations, functions and appropriate uses of:
 1. Design and style guides
 2. Consistency via the grid (margins, gutters, bleeds)
 3. Making use of standard sizes of presses, paper
 4. Uses and limitations of reverse type, overprinting type, hairline elements
 5. Scanners
 6. Press (dot gain)
 7. Place holder images
 - D. Technical aspects of pre-press color work
 1. Basic one- and two-color printing
 2. Multi-color printing: duotones, 4-color and 6-color process printing, varnishes, bump ups
 - E. Advanced design problems with a variety of print products and publications formats
 1. Advertisements
 2. Booklets
 3. Brochures
 4. 3-dimensional prototypes
 5. Setting up the layouts file including crops, bleeds, folds, cut marks
 6. Multi-page publications
 7. Setting up and creating 2- and 3-dimensional prototypes for printing
 - F. Manipulating color and image size for reproduction; preparing accurate half tones, duotones, screens, and photographs
 - G. Digital signature filmsetting and platesetting and set up
 - H. Choosing and specifying appropriate digital colors
 1. Color separation
 2. Trapping issues
 3. Chocking and spreading in a variety of software applications
 - I. Choosing and specifying appropriate fonts
 - J. Choosing and specifying appropriate paper stock
 - K. Choosing and specifying ink
 - L. Choosing and specifying post-press options: binding, trimming, etc.
 - M. Tradition vs. electronic printing press issues
 1. Print on demand
 2. Short vs. long runs
 - N. Methods of digital pre-press preparation
 - O. Standards of quality: preparing for digital-to-plate press or film
 1. Preproofing on a laser or inkjet prior to pulling film
 2. Preflighting, understanding film output, approving film output
 3. Pulling proof output
 4. Working with client during prepress proofing process
 5. Approving proof output
 - P. At the press
 1. Establishing and working with deadlines
 2. Client approvals
 - Q. Methods of assessing work while on the press
 1. Press registration
 2. Dot gain
 3. Ink consumption
 4. Blue lines
 5. Client and designer approvals
 6. Proofing while the press runs
 - R. Determining rights to the work
 - S. Determining retention of electronic documents, film
 - T. Handing off the finished work
 - U. Determining responsibilities after completion of work
- Books and Supplies
- Applicable art supplies, VCOM Color Printing Card if necessary
- Appropriate storage media (CD- or DVD; flash memory card, stick memory)

METHODS OF INSTRUCTION

1. Practical exercises on and off the computer
2. Lecture, discussion and demonstrations
3. Tutorials and self-paced assignments in “Help,” textbook, and online
4. Viewing examples of student and professional work
5. Computer studio time with direct instructor and cooperative peer support
6. Student feedback sessions
7. Peer-to-peer discussion of technology techniques
8. Quizzes
9. Field trips to industry seminars, conventions and conferences if available

ASSIGNMENTS:

Exercises and Projects and their Due Dates: Announced in Class and Posted to the Class Website

The class will work in a number of different ways. When there are Design Shop projects, the class, or parts thereof, will be broken into production teams to fulfill the requirements of the Design Shop client's project. If there are no current Design Shop projects large enough for the whole class, previous projects, or new pedagogical projects will be presented to be worked on. Finally, if there are students who currently work for a firm with marketing material needs, we will create real or imagined projects using this firm's identity and real or imagined needs.

Along with these overarching projects, there will be a series of technical lecture/exercises designed to teach specific design and production software skills each week.

DESIGN JOURNAL

Every week we will have a “Design Journal” discussion period to build design “sense” and vocabulary. Explore design magazines, books and publications, CD covers, book covers, and any and all other printed materials. You must have a minimum of 2 pieces per week that exemplify “excellence in visual communication design” for print. Be prepared to discuss examples in terms of composition and visual impact— PARTICIPATION IS MANDATORY and will count as 20% of the overall participation grade.

REQUIRED TEXTBOOKS:

Required Text:

REAL WORLD ADOBE INDESIGN CS6 BY OLAV KVERN, DAVID BLATNER AND BOB BRINGHURST
JULY 16, 2012 | ISBN-10: 0321834615 | ISBN-13: 978-0321834614

RECOMMENDED TEXTS:

JOHN DREW AND SARAH MEYER. COLOR MANAGEMENT: A COMPREHENSIVE GUIDE FOR GRAPHIC DESIGNERS;MAY 15, 2012
ISBN-10: 1581159161 | ISBN-13: 978-1581159165

JIM KRAUSE. COLOR INDEX (COMPLETE or VERSIONS 1 AND/OR 2), IDEA INDEX, CREATIVE SPARKS AND LAYOUT INDEX. HOW DESIGN BOOKS,LATEST EDITIONS

APPLICABLE ART SUPPLIES, VCOM COLOR PRINTING CARD IF NECESSARY

Appropriate storage media (CD- or DVD; flash memory card, stick memory)

REQUIRED VIEWING:

LYNDA.COM:

Purchase a monthly subscription: \$25

Videos as assigned

Methods

Written assignments

1. Preparation sessions for client meetings
 2. Note taking during client meetings
 3. Critical analysis of projects presented at client meetings
 4. Leadership and scheduling developed from the project scope meetings
 5. Continually client contact notes
- Lecture/exercises
6. Photograph, illustration, and general graphic element design and development techniques.
 7. Style sheet development and implementation in longer or recurring documents
 8. Advanced InDesign production techniques including: creating and presenting color palettes, importing text and images properly, “dummy” page design, using GREP to pre-format or de-format texts

Projects

1. Design Shop client projects involving print documents or the print side of web media
2. "Creative" projects in lieu of or together with Design Shop client projects involving print documents or the print side of web media
3. Students personal projects to create printed marketing materials

Frequency

1. Weekly and biweekly exercises
2. Bi-weekly projects and presentation, oral and visual
3. At least one final project including presentation, production, and feedback

Examples

1. Through observation in studio demonstrate:
2. Ability to work with facility in the CS6 interface
3. Ability to manage new and existing documents: emphasis on efficient management of layers, styles, as well as cross-program and cross-platform skills.
4. Ability to use hand commands as often as possible;

Evaluation

Methods/Practical studio assignments, oral discussion and critique, written assignments and final project, formal research, studio observation, instructor, peer and self review

Frequency/Weekly and biweekly exercises; 1 large project and presentation, oral and visual, and Design Journal

GRADING

Semester Project, Assignments, Participation, Presentation, Attendance, Creativity/Originality, Clarity, Competence, Effort/Progress, Design and Layout, Meeting deadlines (REMINDER: Computer failure or file corruption is not accepted as an excuse), Meeting specific assignment objectives, Asking questions with enough time to complete the project, Observed professionalism, and All of the above

100-89.9% = A

89.8-79.9% = B

79.8-69.9% = C

69.8-59.9% = D

59.8% and lower = F

Online resources:

Camera and Pre-Press: <http://tv.adobe.com/>
<http://Lynda.com/>

SUPPLIES

- YOUR UNDIVIDED ATTENTION
- SKETCH BOOK and/or NOTEBOOK AND PENCILS AND PENS. Straight edges, calculators, and other tools are also useful
- You will need a FLASH DRIVE (at least 2 Gb) for saving your files
- Stock photography or personal images for projects. IMAGES TAKEN FROM RANDOM WEBSITES ARE NOT SUFFICIENT FOR PRINT PRODUCTION. YOU WILL NEED TO SELECT HIGH RESOLUTION IMAGES INTENDED FOR PRINT.
- VCOM PRINT CARD (When purchasing at the LPC Bookstore, request the **colored paper card for the VCOM program**. The plastic card will not work.)

CLASSROOM POLICIES

- CONTACT ME by email if you know you will be late or absent (limited absences MAY be excused if you notify me prior to a class session).
- BACK UP YOUR WORK! Computer failure or file corruption is not accepted as an excuse.
- Food or drink is NEVER allowed near computers; eat/drink at front table ONLY
- PLAN your workday, childcare, etc. to remain at task during the whole class session.
- Cell phones should be silent during class.
- You are expected to OBEY copyright laws. You may not copy software or use stock or other design work without express permission of the author or payment of rights due under any circumstances.
- Regarding ASSIGNMENT, HANDOUTS and DUE DATES: Assignments will be discussed and distributed at least 1 week prior to the start of a new project. They will also be available on the studio server and the VCOM web site listed below. YOU ARE RESPONSIBLE to get the assignment and turn it in on time.
- Be prepared to participate in the design journal presentation/discussion weekly.
- IF I am late for class, appoint a leader and start working on critique or journal.

CAMPUS POLICIES

- Academic dishonesty is not tolerated: refer to <http://www.laspositascollege.edu/facultystaff/honesty.php> for full details.
- Smoke only in assigned areas.
- Visitors must register with receptionist in Building 100. Visits to the classrooms are by permit only. Non-students, including children, must have a permit issued from the Office of the Vice President of Student Services, located in Building 700. Prior permission from the instructor is required.

CLASS SCHEDULE

TUESDAY & THURSDAY

11:00 AM - 1:50 PM lecture & lab ROOM 300

OFFICE HOUR: Wednesday

10:00 AM - 11:00 AM ROOM 300

ON CAMPUS

MONDAY — THURSDAY - by appointment only

1:00 PM - 1:50 PM ROOM 300

FINALS SCHEDULE

WEDNESDAY, MAY 29 TBA ROOM 300

EXTRA HELP

I am available during Class, Studio and Office hours.

I am not available if I am scheduled in another class.

You can seek assistance in room 300 from any VCOM instructor(s) or VCOM Instructional Assistant(s) who are scheduled for studio time but are not engaged with other students.

LAS POSITAS COLLEGE CALENDAR Spring 2013: VCOM 65	
January 22	VCOM 65: first class meeting
February 15 - 18	President's Day Holiday weekend (No Instruction)
April 1 to 6	Spring Break (No Instruction)
May 23	VCOM 65: last class meeting
May 24 to 31	LPC Final Examination Period:
May 27	Memorial Day Holiday
May 28	VCOM 65 Final - unofficial
May 29	VCOM 59 Final - unofficial

The deadlines listed above refer to regular, full-term classes only. Alternate Schedule courses will have varying deadlines posted in the lobby of the Admissions & Records office, Building 700. Alternate deadlines are also available on "Class-Web" or by simply asking your instructor.