

COURSE OUTLINE

Art 139
Introduction to Pre-Press

I. Catalog Statement

Art 139 is an introduction to pre-press for those desiring retraining and those entering the field. Current pre-press concerns and trends are analyzed and discussed. Topics include: computer software and hardware, chromatics, images, documents, networks and communication, output, reviewing and proofing, paper, and printing.

Units – 3.0

Lecture Hours – 2.0

Studio Hours – 4.0

(Faculty Studio Hours = 2.0 + Student Studio Hours – 2.0 = 4.0 Total Studio Hours)

Prerequisite: None.

Note: This course may be taken three times; a maximum of 9 units may be earned.

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 2.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. prepare and manage color;
2. prepare and manage output;
3. review and proof;
4. describe printing processes;
5. employ off press processing;
6. use paper, ink, and packaging;
7. employ graphic production techniques.

IV. Course Content

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|------------------------------------|---------|
| A. Introduction | 4 hours |
| 1. Course orientation | |
| 2. The graphic production workflow | |
| B. The Computer | 3 hours |
| 1. Software | |

2. Hardware	
3. Binary numbers	
4. Files and documents	
C. Type and Fonts	4 hours
1. Typeface and font management	
2. Font types	
3. Utility software	
D. Chromatics	5 hours
1. The eye and color	
2. Mixing colors	
3. Color models	
4. What affects color reproduction?	
5. Color management in software	
E. Images	5 hours
1. Object graphics	
2. Pixel graphics	
3. File formats for images	
4. Compression, scanning, editing	
5. Adjusting for printing	
6. Scanners, digital cameras	
F. Documents	5 hours
1. Production of originals using industry standard software	
2. Working with logotypes	
3. Knockouts and overprints	
4. Traps, chokes, bleeds, crossover	
5. Proofing and handing off documents	
G. Storing and Archiving	3 hours
1. Storage systems and media	
2. Comparison	
3. Archiving	
H. Networks and Communication	2 hours
1. Network devices	
2. Network types	
3. Internet	
I. Output	4 hours
1. Halftone Screening	
2. Page description language	
3. Postscript, Portable document format (PDF), Open pre-press interface (OPI)	
4. Imposition and printers	
J. Review and Proofing	6 hours
1. Common errors in the graphic production process	
2. Soft proofs (Screen proofs)	
3. Laser printer output	
4. Document reviews and preflight	
K. Film and Plates	3 hours
1. Graphic film	

2. Offset plates	
3. Reprinting	
4. Computer to plate	
L. Paper	5 hours
1. Paper terminology	
2. Classification of papers	
3. How to choose a paper	
M. Printing	6 hours
1. Offset printing	
2. Flexographic, screen, gravure, digital printing	
N. Off Press Processing	5 hours
1. Folding	
2. Creasing, binding, stitching, cropping	
O. The Environment and Graphic Production	3 hours
1. Choosing service providers	
2. Getting an estimate	
3. Planning a graphic production	
4. Material and information flow	
P. Legal Issues Such As Copyright and Public Domain	2 hours
1. Copyright	
2. Fair use	
3. Creating original work	
4. Licensing photography	
5. Public domain	
6. The internet	

V. Methods of Presentation

The following instructional methodologies may be used in the course:

1. lecture/demonstration;
2. case study discussion;
3. tour of printing facilities;
4. presentations by industry professionals.

VI. Assignments and Methods of Evaluation

1. Critiques of individual and group projects.
2. Mid-term and final examinations.

VII. Textbook

Johansson, K., P. Lundberg, and R. Ryberg, A Guide to Graphic Print Production.
Hoboken, New Jersey: John Wiley & Sons Inc., 2006.
11th Grade Textbook Reading Level. ISBN: 0-9707138-0-0.