

Fall 2009



Prepress  
Production  
and Design

**Schedule**

**Professor Judy Birchman**

WK	Lecture	Laboratory Assignment	Lecture	Reading Assignment
<b>1</b>	<b>T 8/25</b>	<b>T 8/25</b>	<b>TH 8/27</b>	<b>Rydberg text</b>
	Overview of course	Chapter 2 & 3 exercises	Type	Chapter 1, 2, 3
<b>Due</b>		<b>CH 2 exercises</b>	<b>CH 3 projects</b>	
<b>2</b>	<b>T 9/1</b>	<b>T 9/1</b>	<b>TH 9/3</b>	<b>McWade text</b>
	Images	Chapter 4 & 5 exercises	Advertisement layouts Introduction - Project 1	Sales & forms section
<b>Due</b>		<b>CH 4 &amp; 5 exercises</b>	<b>CH 5 projects</b>	
<b>3</b>	<b>T 9/8</b>	<b>T 9/8</b>	<b>TH 9/10</b>	<b>Rydberg text</b>
	Type & image effects	Project 1 - ad layouts	Info graphics - Tables Introduction - Project 2	Chapter 11, 13
<b>Due</b>				
<b>4</b>	<b>T 9/15</b>	<b>T 9/15</b>	<b>TH 9/17</b>	<b>McWade text</b>
	Charts and diagrams	Project 2 - info graphic	Layout considerations and page anatomy	Charts, Reports... section
<b>Due</b>	<b>Project 1</b>			
<b>5</b>	<b>T 9/22</b>	<b>T 9/22</b>	<b>TH 9/24</b>	<b>Rydberg text</b>
	Folded pieces Introduction - Project 3	Chapter 6 & 7 exercises	<b>TEST 1</b>	Chapter 6, 7
<b>Due</b>	<b>Project 2</b>	<b>CH 6 &amp; 7 projects</b>		
<b>6</b>	<b>T 9/29</b>	<b>T 9/29</b>	<b>TH 10/1</b>	
	Page organizers	Project 3 - brochure	Font management	
<b>Due</b>				
<b>7</b>	<b>T 10/6</b>	<b>T 10/6</b>	<b>TH 10/8</b>	<b>McWade text</b>
	Symbols & logos	Project 3 - brochure	Identity design Introduction - Project 4	Logos & Identity section Stationary section
<b>Due</b>				
<b>8</b>	<b>T 10/13</b>	<b>T 10/13</b>	<b>TH 10/15</b>	<b>Rydberg text</b>
	<b>October Break</b>	<b>October Break</b>	No Lecture- outside assignment	Chapter 10
<b>Due</b>				
<b>9</b>	<b>T 10/20</b>	<b>T 10/20</b>	<b>TH 10/22</b>	<b>Rydberg text</b>
	Color	Project 4 - identity design	Color	Chapter 12 - pgs. 275-287
<b>Due</b>	<b>Project 3</b>			
<b>10</b>	<b>T 10/27</b>	<b>T 10/27</b>	<b>TH 10/29</b>	
	Newsletter design Introduction - Project 5	Project 4 - identity design	<b>TEST 2</b>	
<b>Due</b>				

<b>11</b>	<b>T 11/3</b>	<b>T 11/3</b>	<b>TH 11/5</b>	<b>McWade text</b>
	Paper characteristics and specifications	Project 5 - newsletter	Paper & coating types	Newsletters section
<b>Due</b>	<b>Project 4</b>			
<b>12</b>	<b>T 11/10</b>	<b>T 11/10</b>	<b>TH 11/12</b>	
	Commercial printing	Project 5 - newsletter	Finishing processes	
<b>Due</b>				
<b>13</b>	<b>T 11/17</b>	<b>T 11/17</b>	<b>TH 11/19</b>	<b>Rydberg text</b>
	Multiple page documents Introduction - Project 6	CH 8 & 9 exercises	Preflighting projects	Chapter 8, 9
<b>Due</b>		<b>CH 8 exercises</b>	<b>CH 9 projects</b>	
<b>14</b>	<b>T 11/24</b>	<b>T 11/24</b>	<b>TH 11/26</b>	<b>Rydberg text</b>
	Proofs & press errors	Project 6 - book cover	<b>Thanksgiving Break</b>	Chapter 12 - pgs. 287-302
<b>Due</b>	<b>Project 5</b>			
<b>15</b>	<b>T 12/1</b>	<b>T 12/1</b>	<b>TH 12/4</b>	
	Printing quotes	Project 6 - book chapters	<b>TEST 3</b>	
<b>Due</b>				
<b>16</b>	<b>T 12/8</b>	<b>T 12/8</b>	<b>TH 12/10</b>	
	Resume & Portfolio	Project 6 - book chapters	Project consultation	
<b>Due</b>			<b>Project 6 due M 12/14 noon</b>	

**Course Supervisor** Professor Judy Birchman  
**Office** 337 Knoy Hall  
**Office Hours** M 1:30-3:00, W 10:00-11:30 & TH 1:30-3:00  
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**CGT 30800 Prepress Production.** Class 2, lab. 2, cr. 3.

This course focuses on the process of designing, creating and preparing documents for commercial printing. Students will develop proficiency with publishing software. Topics include page layout, font and image management, color, printing processes, papers, bindings and proofing methods. Projects emphasize designing single and multiple-page documents for business and advertising such as identities, flyers, brochures, forms, catalogs, newsletters and booklets.

**Course Objectives** - *After taking this course, students should be able to do the following.*

1. Create sketches and roughs for conception and planning of print documents.
2. Apply design principles to the creation of original print documents and content elements.
3. Manage all content elements and prepare documents for printing.
4. Demonstrate proficiency laying out documents and applying effects using a page layout package such as InDesign.
5. Discuss the different types of print documents as well as their components and purposes.
6. Discuss the issues related to color processes and color printing.
7. Demonstrate knowledge of papers, inks and bindings.
8. Create print products that show an understanding of the principles of page design and organization.

**Textbooks**


- *Exploring InDesign CS4*, Terry Rydberg, Thomson Delmar Learning. ISBN-10: 1-4180-5263-9
- *Before & After Graphics for Business*, John McWade, Peachpit Press. ISBN 0-321-33415-9

**Attendance**

Attendance will be taken in lecture and laboratory. You are responsible for obtaining materials missed due to your absence. If you will not be in class when an assignment is due, turn it in early or have another student turn it in for you. Excessive absences (more than 4) will be a factor if your grade is on the borderline at the end of the semester. If an emergency arises, e-mail or call as soon as possible. Activities done in lecture may not be made up if you are not there.

**Assignments**

All assignments are due at the scheduled deadline. If you have not completed the assignment, turn it in partially completed at the deadline. No late assignments will receive full points or be accepted without prior discussion. If you have an emergency come up or extenuating circumstances contact me before the deadline. You are responsible for backing up your files. Save multiple copies of all projects in separate locations.



**Course Grade**

The course grade will be based on the following points and grade scale. Factors such as punctuality, participation, attitude and attendance will be considered if the final grade is borderline. Total points for the semester might vary slightly but will be close to the following. There will be some additional points (approx. 50-100) for some lecture/outside assignments.

CH Exercises	100 points	A+	97% - 100%
Project 1	50 points	A	93% - 96%
Project 2	50 points	A-	90% - 92%
Project 3	100 points	B+	87% - 89%
Project 4	100 points	B	83% - 86%
Project 5	100 points	B-	80% - 82%
Project 6	100 points	C+	77% - 79%
Test 1	120 points	C	73% - 76%
Test 2	120 points	C-	70% - 72%
Test 3	120 points	D+	67% - 69%
		D	63% - 66%
		D-	60% - 62%

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Check the class web site weekly for updated information. The instructor reserves the right to modify this syllabus at her discretion.

**Student Conduct**

Disruptive or inappropriate behavior will not be tolerated. All inappropriate conduct will be reported to the department head for further action. Cheating on tests, using another student's files, allowing another student to use your files or misrepresenting original work will result in disciplinary action and will be referred to the Dean of Students. Cheating on an assignment or test will result in a failing grade for the assignment and possibly the course.

You are expected to arrive on time for class. If you are late due to unforeseen circumstances, enter quietly and sit up front. If you know that you will be late or have to leave early, talk to me before class.

A laptop may be used during class to take notes. If it becomes disruptive or if it is being used for other purposes, you will be asked to turn it off.

**File Security**

You are responsible for the security of your files. Be sure to do regular backups and store assignments in multiple locations. Loss of files or project assets will require recreation of all items.

**Lab supplies**

Flash drive, color pencils, No. 2 pencil, kneaded eraser



# Announcements

CGT 30800 Prepress Production & Design

- Tuesday 12/1
  - Project 6 book cover preliminary due in lecture
  - prepare ideas for chapter layout to work on in lab
- Thursday 12/4 – Test 3 (see study guide)
  - L9-1 Color
  - L9-2 Color
  - L11-1 Paper characteristics
  - L11-2 Paper & boards
  - L12-1 Printing
  - L12-2 Finishing
  - L13-1 Packaging
  - L13-2 Long docs
  - L14-1 Proofs
  - L15-1 Quotes
- Bring food for COT collection to lab to earn 2 points (1 test question)
- Do research interview, earn 2 points (1 test question)

