

College of San Mateo

Course Outline

- New Course
 Update/No change
 Course Revision (Minor)
 Course Revision (Major)

Date: 10/7/10

Department: Digital Media Number: 240

Course Title: Digital Publishing Units: 4

Total Semester Hours Lecture: 48 Lab: 48 Homework: 96 By Arrangement:

Length of Course

- Semester-long
 Short course (Number of weeks ___)
 Open entry/Open exit

Grading

- Letter
 Pass/No Pass
XX Grade Option (letter or Pass/No Pass)

Faculty Load Credit (To be completed by Division Office; show calculations.):

FLCS 5.1 Calculations: Lecture: $(48 \div 16) = 3$ Lab: $(48 \div 16) = 3 \times .7 = 2.1$

1. Prerequisite (Attach Enrollment Limitation Validation Form.)

DGME 211, 212, and 230 or the equivalent

2. Corequisite (Attach Enrollment Limitation Validation Form.)

3. Recommended Preparation (Attach Enrollment Validation Form.)

4. Catalog Description (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

DGME 240 Digital Publishing

(4) (Pass/No Pass or letter grade) Minimum of 48 lecture hours and 48 lab hours per term

Prerequisites: DGME 211, 212, and 230 or the equivalent. Examination of the print production cycle, from concept through finishing, as well as hands-on creation of print-ready digital files utilizing Adobe Creative Suite applications. Enables designers and production artists to work more effectively with printers and provides a solid understanding of the creative capabilities of printers and other printing industry vendors. Additional emphasis on software proficiency, digital prepress, color reproduction and the creation of PDF files for digital or conventional printing. A materials fee shown in the Schedule of Classes is payable upon registration. (AA, CSU)

5. Class Schedule Description (Include prerequisites/corequisites/recommended preparation. For format, please see model course outline.)

DGME 240 Digital Publishing

Examination of the print production cycle, from concept through finishing, as well as hands-on creation of print-ready digital files utilizing Adobe Creative Suite applications. Enables designers and production artists to work more effectively with printers and provides a solid understanding of the creative capabilities of printers and other printing industry vendors. Additional emphasis on software proficiency, digital prepress, color reproduction and the creation of PDF files for

digital or conventional printing. A \$xx.xx materials fee is payable upon registration. DGME 211, 212, and 230 or the equivalent. (*Pass/No Pass or letter grade*) (AA, CSU)

6. **Student Learning Outcomes** (Identify 1-6 expected learner outcomes using active verbs.)

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

1. Plan the job flow of a project destined for print production.
2. Design for printed products based on the capabilities of the manufacturing processes used in the printing industry.
3. Appropriately use the vocabulary of the printing industry.
4. Skillfully produce digital mechanicals for print using Adobe Photoshop, Illustrator, InDesign and Acrobat.
5. Demonstrate overall proficiency and speed with digital prepress software.
6. Prepare digital files thoroughly to make them press-ready.
7. Work within a completely digital workflow.
8. Express a thorough knowledge of how digital publishing works and how to use it successfully for publishing purposes.

7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. In this case, "Same as Student Learning Outcomes" is appropriate here.*)

Same as Student Learning Outcomes.

8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, a sample course syllabus with timeline may be attached.)

Topics include design related as well as software related material

1. The process

- The big picture: a typical production path
- Digital production
- Titles, expectations, vendors
- Responsibilities of various parties

2. Imposition

- Sheetwise
- Work and tumble
- Work and turn
- Head to head, head to foot
- Ganging
- Ups and outs
- Binding options, folding
- Signatures and pagination

3. Talk the talk

- Terminology
- Process color vs. Spot color
- Completing a Request for Printing Bid form

4. Proofs

Types of proofs
What to look for
How to mark up

5. Outputting to printer, plate or film

6. Types of "printers"

Copy shops
Quick printers
General commercial printers
Web printers
Digital printers
Mail order specialty printers
Specialty/trade printers
Gravure
Letterpress
Flexographic
Screen
Thermography

7. Paper

Terminology
Categories/uses
Design considerations/selecting
Coated vs. uncoated
What makes a paper a good green choice
Pricing, ordering, availability
Envelopes, converting

8. Inks and coatings

Types of inks
Split fountains
Varnishes, UV coatings, aqueous

9. Press proofs

What to look for
Reasonable mutual expectations

10. Finishing

Folding dummies
Types of folds
Scoring and perfining
Gathering, nesting, collating, stitching
Trimming/creep
Die cutting
Foil stamping
Embossing

11. Wrapping it up

What to do if there are problems

Follow up, archiving

12. Green design

Green paper choices: pulp source, PCW percentage, bleaching
Coated vs. uncoated

- Tree-free papers
- VOCs, soy-based inks
- Toxic colors
- Wasteful design, ink coverage
- Unnecessary prepress, impose effectively
- Responsible packaging
- Energy suppliers
- In the studio
- Cradle to cradle

13. Digital Prepress Overview

- Examining the entire prepress workflow from inception of a design to creating finished digital mechanicals.

14. Creating a 2-color Brochure Comp in InDesign

- Document presets
- Master pages and items
- Style sheets
- Importing graphics into InDesign
- Indicating folds
- Accommodating for Bleeds
- Printing color proofs using duplex feature
- Trimming and finishing

15. Creating a 2-color Brochure in InDesign for Sheefed Press utilizing Illustrator

- Job intended for a Sheet-fed press
- Reviewing the pen tool in Illustrator
- Reviewing Pathfinder in Illustrator
- Saving images for placement into page layout
- Checking Links and Packaging in InDesign
- Printing color proofs using duplex feature
- Trimming and folding

16. Creating a 2-color Brochure in InDesign for Web Press

- Job intended for a Web-fed press
- Generating duotones in Photoshop
- Image Resolution and duotone screen range
- Bleeds, Trapping and Packaging
- Color Separations
- Printer spreads vs. Reader spreads
- Imposition

17. Creating a 4-color CD cover in Illustrator

- Using the Pen tool to create an illustration
- Using CMYK formula for color
- Using filters and special effect on images in Photoshop
- Make digital file press-ready
- Create a pdf to send to client for approval

18. Photoshop color correction for press

- Color correction in CMYK mode for optimizing images for offset press
- File Formats

19. Creating a 5-color CD cover and spine in Photoshop
 - Color correction in CMYK
 - Hue/Saturation manipulation in CMYK
 - File Formats
 - Composite artwork in InDesign
 - Make digital file press-ready
 - Create a Varnish plate
 - Create a pdf to send to printer for proofing and printing

20. Publishing with Digital Printing
 - Creating a multi-page publication intended for digital printing
 - Utilize InDesign for e-publishing
 - Utilize Photoshop images for e-publishing
 - Loading pdf specifications from printer
 - Saving and uploading pdf to printer
 - Proofing and signing off on job

9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Describe out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills. **If hours by arrangement are required, please indicate the additional instructional activity which will be provided during these hours, where the activity will take place, and how the activity will be supervised.**)

Lectures with supporting visuals and audio.
Reading and practical textbook assignments to be completed and turned in.
Instructor-designed projects and a student-designed project to be completed and turned in.

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, evidence of software competency and number and severity of errors on projects and assignments.

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)

Print Production with Adobe Creative Suite Applications: ISBN -10 0-321-63683-X; 2009

Prepared by: _____
(Signature)

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Submission Date: _____