

# College of San Mateo

## Course Outline

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

Date: 10.20.06

**Department:** Graphics                      **Number:** 255

**Course Title:** Digital Publishing              **Units:** 3

**Hours/Week:** Lecture: 2                      **Lab:** 4                      **By Arrangement:** 2

**Length of Course**

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

**Grading**

- Letter  
 Credit/No Credit  
 Grade Option (letter or Credit/No Credit)

1. **Prerequisite** (Attach Enrollment Limitation Validation Form.)

GRA 150, 160 and 170 or equivalent.

2. **Corequisite** (Attach Enrollment Limitation Validation Form.)

3. **Recommended Preparation** (Attach Enrollment Validation Form.)

4. **Catalog Description** (Include prerequisites/corequisites/recommended preparation.)

255 Digital Publishing (3.0) (Credit/No Credit or letter grade option.) Two lecture and four lab hours plus two hours by arrangement per week. Prerequisite: GRA 150, 160, and 170 or equivalent. Creating print-ready digital files utilizing Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Acrobat. Emphasis on software proficiency, digital prepress, accurate color reproduction and creating PDF files for digital or conventional printing. Extra supplies required. A materials fee shown in the Schedule of Classes is payable upon registration. (CSU)

5. **Class Schedule Description** (Include prerequisites/corequisites/recommended preparation.)

GRA 255 Digital Publishing  
Creating print-ready digital files utilizing Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Acrobat. Emphasis on software proficiency, digital prepress, accurate color reproduction and creating PDF files for digital or conventional printing. A \$20.00 materials fee is payable upon registration. Plus two hours by arrangement per week. Prerequisite: GRA 150, 160, and 170 or equivalent. Credit/No Credit or letter grade option. (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. Skilfully produce digital artwork for print using Adobe Photoshop, Illustrator, InDesign, and Acrobat.
2. Have increased overall proficiency and speed with digital prepress software.
3. Prepare digital files properly in order to make them press-ready.
4. Work within a completely digital workflow.
5. Explain how digital publishing works and 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. If this is the case, please simply indicate this in this section).*

Same as 6

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, you may attach a sample course syllabus with a timeline.)

Topical outline attached

9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Include examples of out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills.)

Lecture/presentation: oral explanations combined with projected demonstrations of software features and their application.

Instructor-designed tutorials: enable students to create fairly sophisticated designs while simultaneously learning the software.

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.)

Grade and markup of all projects and tutorials to evaluate comprehension of targeted software features and attention to detail.

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

Getting it Printed. Beach and Kenly; 2005

Prepared by:

\_\_\_\_\_  
(Signature)

Email address:

seuberte@smccd.edu

Submission Date:

\_\_\_\_\_

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## Graphics 255 Digital Publishing

**Your host:** Patti Appel  
**Office:** 27-100  
**Voice Mail:** (650) 358-6770  
**E-mail:** [appelandersonp@smccd.edu](mailto:appelandersonp@smccd.edu)

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### Prerequisites

*GRA 150, 160, and GRA 170*

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### Objectives

At the end of this course you should be able to:

1. Skillfully produce digital mechanicals for print using Adobe Photoshop, Illustrator, InDesign and Acrobat.
2. Increase overall proficiency and speed with digital prepress software.
3. Prepare digital files thoroughly to make them press-ready.
4. Work within a completely digital workflow.
5. Have a thorough knowledge of how digital publishing works and how to use it successfully for publishing purposes.

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### Required text

*Getting it Printed*, Beach & Kenly 2005  
ISBN 1-58180-577-2

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### Supplies

- Three ring binder, 1" to 2" spine, with 100 sheets of lined note paper
- A flash drive USB 2.0

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### Curriculum Overview

This class will be broken up into 4 main sections: An Adobe InDesign intensive, an Illustrator intensive, a Photoshop intensive, and an Acrobat intensive. Each section will take the design production process all the way from creating a design comp to delivery of the completed file to the printer. The sections will involve (3) 2-color InDesign Projects for Offset printing, (1) 4-color Illustrator project for offset printing, (1) 5-color Photoshop project for offset printing and (1) Final Project for digital printing incorporating all the prepress software. The assignments will encompass the entire pre-press workflow, and for some, final pdfs will be created and uploaded to a client or printer.

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### Grading

Your grade is determined by adding up your scores on all of the projects and the final quiz. Your final grade is not an average of your letter grades, projects and quizzes receive points only, not letter grades. Your final grade is based on total accumulated points and graded on a class curve.

Project scores 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.

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### Expectations

Deadlines for projects will be announced in class. If you miss a deadline or are going to miss a deadline for a project you must call me and leave a message; otherwise, I will mark down your late work. Please give me a call or drop me an email if you're going to miss a class (not for lab days, but for lecture days) I'd like to keep in touch with you. Attendance is factored into your final grade.

Your class grade will be based on the following percentages:

1. Projects (85% possible)
2. Attendance (15%)

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### Topical Outline

#### Housekeeping

Lab orientation and procedures

#### Digital Prepress Overview

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

#### 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

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**Topical Outline** *(continued)***Creating a 2-color Brochure in InDesign for Sheet-fed 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

**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

**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

**Photoshop color correction for press**

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

**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

**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