College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 240 **TITLE:** Digital Publishing
   Semester Units/Hours: 4.0 units; a minimum of 48.0 lecture hours/semester; a minimum of 48.0 lab hours/semester
   Method of Grading: Grade Option (Letter Grade or P/NP)
   Prerequisite: DGME 211, DGME 212 and DGME 230

2. **COURSE DESIGNATION:**
   Degree Credit
   Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**
   Catalog Description:
   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 in the amount shown in the Schedule of Classes is payable upon registration.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
   Upon successful completion of this course, a student will meet the following outcomes:
   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.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
   Upon successful completion of this course, a 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.

6. **COURSE CONTENT:**
   Lecture Content:
   1. The process
      1. The big picture: a typical production path
      2. Digital production
      3. Titles, expectations, vendors
      4. Responsibilities of various parties
   2. Imposition
      1. Sheetwise
      2. Work and tumble
      3. Work and turn

    4. Head to head, head to foot
    5. Ganging
    6. Ups and outs
    7. Binding options, folding
    8. Signatures and pagination
3. Talk the talk
    1. Terminology
    2. Process color vs. Spot color
    3. Completing a Request for Printing Bid form
4. Proofs
    1. Types of proofs
    2. What to look for
    3. How to mark up
5. Outputting to printer, plate or film
6. Types of "printers"
    1. Copy shops
    2. Quick printers
    3. General commercial printers
    4. Web printers
    5. Digital printers
    6. Mail order specialty printers
    7. Specialty/trade printers
    8. Gravure
    9. Letterpress
    10. Flexographic
    11. Screen
    12. Thermography
7. Paper
    1. Terminology
    2. Categories/uses
    3. Design considerations/selecting
    4. Coated vs. uncoated
    5. What makes a paper a good green choice
    6. Pricing, ordering, availability
    7. Envelopes, converting
8. Inks and coatings
    1. Types of inks
    2. Split fountains
    3. Varnishes, UV coatings, aqueous
9. Press proofs
    1. What to look for
    2. Reasonable mutual expectations
10. Finishing
    1. Folding dummies
    2. Types of folds
    3. Scoring and perfing
    4. Gathering, nesting, collating, stitching
    5. Trimming/creep
    6. Die cutting
    7. Foil stamping
    8. Embossing
11. Wrapping it up
    1. What to do if there are problems
    2. Follow up, archiving
12. Green design
    1. Green paper choices: pulp source, PCW percentage, bleaching
    2. Coated vs. uncoated
    3. Tree-free papers
    4. VOCs, soy-based inks
    5. Toxic colors

6. Wasteful design, ink coverage
7. Unnecessary prepress, impose effectively
8. Responsible packaging
9. Energy suppliers
10. In the studio
11. Cradle to cradle

13. Digital Prepress Overview
    1. Examining the entire prepress workflow from inception of a design to creating finished digital mechanicals.
14. Creating a 2-color Brochure Comp in InDesign
    1. Document presets
    2. Master pages and items
    3. Style sheets
    4. Importing graphics into InDesign
    5. Indicating folds
    6. Accommodating for Bleeds
    7. Printing color proofs using duplex feature
    8. Trimming and finishing
15. Creating a 2-color Brochure in InDesign for Sheefed Press utilizing Illustrator
    1. Job intended for a Sheet-fed press
    2. Reviewing the pen tool in Illustrator
    3. Reviewing Pathfinder in Illustrator
    4. Saving images for placement into page layout
    5. Checking Links and Packaging in InDesign
    6. Printing color proofs using duplex feature
    7. Trimming and folding
16. Creating a 2-color Brochure in InDesign for Web Press
    1. Job intended for a Web-fed press
    2. Generating duotones in Photoshop
    3. Image Resolution and duotone screen range
    4. Bleeds, Trapping and Packaging
    5. Color Separations
    6. Printer spreads vs. Reader spreads
    7. Imposition
17. Creating a 4-color CD cover in Illustrator
    1. Using the Pen tool to create an illustration
    2. Using CMYK formula for color
    3. Using filters and special effect on images in Photoshop
    4. Make digital file press-ready
    5. Create a pdf to send to client for approval
18. Photoshop color correction for press
    1. Color correction in CMYK mode for optimizing images for offset press
    2. File Formats
19. Creating a 5-color CD cover and spine in
    1. Photoshop
    2. Color correction in CMYK
    3. Hue/Saturation manipulation in CMYK
    4. File Formats
    5. Composite artwork in InDesign
    6. Make digital file press-ready
    7. Create a Varnish plate
    8. Create a pdf to send to printer for proofing and printing
20. Publishing with Digital Printing
    1. Creating a multi-page publication intended for digital printing
    2. Utilize InDesign for e-publishing
    3. Utilize Photoshop images for e-publishing
    4. Loading pdf specifications from printer
    5. Saving and uploading pdf to printer
    6. Proofing and signing off on job

Lab Content:

Students utilize lab time to work read course material and work on projects under the guidance of the instructor.

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
   Typical methods of instruction may include:
   1. Lecture
   2. Lab
   3. Other (Specify): 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.

8. **REPRESENTATIVE ASSIGNMENTS**
   Representative assignments in this course may include, but are not limited to the following:
   Writing Assignments:
   Reading and practical textbook assignments to be completed and turned in.

9. **REPRESENTATIVE METHODS OF EVALUATION**
   Representative methods of evaluation may include:
   1. Projects
   2. Quizzes
   3. 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.

10. **REPRESENTATIVE TEXT(S):**
    Possible textbooks include:
    1. -. *Print Production with Adobe Creative Suite Applications*, ed. -, 2009

Origination Date: August 2011
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Course Originator: Patricia Appel