New York City College of Technology
The City University of New York

Department of Advertising Design & Graphic Arts
CDMG 3532 Print Production for Designers

Course Description
Print Production for Designers focuses on current print production procedures that can prepare designers and creative thinkers for real world situations. Understanding print (offset and digital) processes is an essential part of design that can assure a predictable outcome of deliverables. Emphasis is on the importance of personal communication skills to better interface with colleagues. Topics include print media specifications, digital and offset prepress, page imposition, proofing, different substrates, foil stamping, and preparation of color files. Strategic use of Internet search engines, websites, and leveraging tools of technology are demonstrated to support student efforts.

3 Credits, 4 Hours (2 lecture, 2 lab)

Prerequisites (Or co-requisite as required)
(Or co-requisite as required) COMD 3500 or COMD 3501 or department approval required.

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	**Evaluation methods and criteria**
(1)Students in this class are expected to observe, engage, analyze, critique, explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, policies and procedures to understand how print production procedures work across digital and offset output. Week 2, 3, 4, 5, 7, 8, 9, 11, 12, 13, 14	(1)Students design and produce three items for offset and/or digital output.
(2)Understand the technical procedures to render a file accurately into a printed product. Week 2, 3, 4, 7, 8, 11, 12	(2)Homework assignments and projects that develop a specific list of production skills.
(3)Workflow, planning, and time management in the deliverables producing process. Week 4, 8, 12, 14	(3)Projects and homework rendered accurately within strict schedules.
(4) Professional Collaboration Week 11, 12, 13	(4) Successful completion of a group-organized mutli-faceted project

General Education Outcomes

General Education Outcome covered:	How the outcome is assessed:
Academic and Professional Reading The student will demonstrate the ability to read pertinent information using industry-specific sources.	Evaluate through class discussion, projects and written tests to measure if students absorbed information from industry-specific sources.
Information Literacy The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.	Assess through class critique to determine how well students synthesized and applied research to projects and quizzes.
Quantitative Literacy The student will demonstrate an understanding of quantitative methods needed to interpret data.	Assess through written tests, projects or class discussion whether students have developed the necessary skills to interpret data.
Thinking Critically The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.	Evaluate through class discussion, projects and written tests if students are able to discern the veracity of conclusions through provided information.
Social Interaction The student will demonstrate effective interpersonal skills with people from a variety of cultures to seek consensus or resolve conflicts.	Assess the ability of the student to develop constructive relationship with classmates from many cultures through class discussion.

Teaching/Learning Method
Blackboard and Blackboard Collaborate or class website on OpenLab (or similar)

Required Text:
Real World Print Production with Adobe Creative Cloud, Claudia McCue, Release Date: December 21, 2013, 376 pages, PeachPit Press, ISBN-10: 0321970322, ISBN-13: 978-0321970329

Suggested Texts:
Pocket Pal, forward by Frank Romano. Graphic Arts Technical Fndtn; 20 edition (November 30, 2007). ISBN-10: 0977271617, ISBN-13: 978-0977271610

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic

dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading
• Homework and In-Class Productivity & Participation 20%
• Individual and group assignments 30%
• MidTerm 15%
• Final Exam 15%
• Final Project 20%

Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	**Orientation. Design Production for print and screen.** • Reverse-Engineering: Every project should start at the end, the final output, and work back from there to determine cost, time management, etc. • File storage and transfer discussion: local, cloud, ftp	• File storage and transfer exercise. Sign up for Dropbox, Wetransfer, or similar. • Provide students with multiple files to assemble a print advertisement: some wrong resolution, some wrong file type, etc. Working in groups students will choose the correct files and explain why.	Magazine Advertisement Analysis: Find a print advertisement in a magazine that is less than a full page. Examine several attributes of the ad, such as: how much of the page does it take up, are there more like it, why is it this size, and more.
2	• Introduction to print specifications and basic tools. Review of raster, vector and image formats: TIFF, JPEG, GIF, PNG, RAW and types of PDF. • Discussion of proper document setup and project management protocols. • Discuss publication specifications. • Introduce Midterm Project. • Page Impositions	• Tour of on-site print facilities. • Discuss Magazine Advertising Strategies - why are ads the sizes they are? • Have students find Advertising Specs on Magazine website. Discuss print (magazine, newspaperbusiness model.	**Work on Project 1: Business Card** Create at least 10 pencil sketches for professional business card. Business card will eventually be printed with online vendor. Emphasis is on technical clarity and adherence to vendor specifications as well as design.
3	**Basics of color and color management.** • Screen (RGB) & Print (CMYK), additive and subtractive theory and practice.	Develop strategies for creating print-ready files in the digital space. Not just images but desktop publishing files. Provide files and use software such as	Work on Project 1 • Design and print 3 concepts for your cards. These must be in COLOR, unless your final design will only contain grayscale.

	• Explanation of color separations; how they are made and what they are used for and how you can work to optimize your designs for them. • Color File Preparation: models, gamuts, profiles, targets • Discuss Picas	Photoshop and InDesign to show channels and concepts like Black vs Rich Black: duotones and process tints	• Cards should have NAME, CONTACT INFORMATION, and PROFESSIONAL TITLE or TYPE OF BUSINESS. • Prints must be double-sided and trimmed to size. Tape the front and back together. • Digital files must be accurately set to vendor specs. Download templates from their site.
4	**Printing Methods: Historical to Contemporary** • Intaglio, relief, serigraphic, planographic • Digital, Offset (sheet fed and web), gravure and flexography. Variable data use press an post press. How printing and finishing are impacted or impeded by paper selections. Printing on vinyl and lenticular printing.	Critique: Review examples of Project 1 Discussion of Registration.	Work on Project 1 • Present one final design to class. • Presentation will consist of a screen-formatted PDF with the following sections and features: - Cover Sheet (with your name, title of class, title of presentation, and name of class). - Concept Development (images showing your design development) - Concept Text (discussing your idea) - Show all colors used – show swatches and number breakdowns (00, 00, 00, 00) - Final Art (front and back images) - Page Numbers - Running Headers (title information at the top of the page)
5	• Printing industry Specifications (SNAP, GRACoL, SWOP and FIRST) will be explored, including their impact on the industry. • Color specs: CMYK, Pantone, duotone. Calibration from hard and soft proof targets reviewed. • Color Proofing: print & monitor, method, how proofing relates to designer.	Business Card Presentations: Students present design process and decisions including	• Refine business card designs to final and order from vendor for delivery by week 8. • Have students order Sappi Standard
6	**Field Trip 1: Service Bureau or Printing Plant**	Study digital prepress procedures	Work on Project 2

7	**Prepress and preflight:** • Document design considerations PDF file formatting. Roles and responsibilities in the preflight process. Making PDFs. • Halftones and Overprinting • Midterm review.	Create halftone separations from an RGB file in raster program.	Study for Midterm
8	Mid-Term Quiz	• Critique of Printed Business Cards	
9	**Introduce Project 2:** Relief printmaking for portfolio exchange using digital service bureau to create one plate. • Paper: How paper is made, various grades and types are discussed in depth. Why print specs specify paper selection.	Look at paper samples.	**Project 2** Sketch in any medium at least six different designs for Relief Print.
10	**Field Trip 2: Design Firm, Magazine, or Advertising Agency**		Work on Project 2
11	• Post-Press: explore binding and finishing, scoring, diecutting, stamping, embossing & more • The role of a designer as a manager of the production process. Maintaining consistent brand identity. • Lineart • Introduce Group Project (3)	• Critique Final Project designs • Create flowcharts for production in a work environment: use examples from previous week's field trip.	• Finalize design for relief print and order plate from vendor for delivery by week 13 **Group Project: Zine (Bound - stapled or stitched)** • Booklet or folded poster on topical theme (Professor's choice.) • Students are responsible for communicating and working together. • Project will use only lineart and laserjet or similar printing process • Print an edition of the class size (20 pieces)
12	• Design Workflow: an overview of planning, production and scheduling strategies for workflow optimization. • In-depth file analysis using Pit-Stop or Acrobat Pro. Analyzing a file for	Break into assigned groups and begin to work on Group Project. Groups should assign production and design roles	**Work on Group Project (3):** Booklet or folded poster (on topical theme (Professor's choice.) • Print enough copies for entire class and professor

	problems and figuring out solutions.		
13	Group Presentations of printed, folded project.	Critique of Group Project	Purchase paper for Print Project
14	• Review for final exam. • Relief printing: how to	• Printing demonstration • Print final project	• Study for final Exam • Finish Printing final Project
15	Final Exam & Print Exchange		