



ARTC 2348• Digital Publishing III

Department of Digital Communication - Houston Community College Course Syllabus and Guidelines – Fall Semester, 2009

CLASSROOM/WEB ENHANCED CLASS: Start Date: 08/23/2009 • End Date: 12/11/2009.

Instructor: Lloyd Schuh • Telephone: 713.718.7864.

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Office Hours: By appointment.

West Loop Room 139A for appointment email.

Digital Communication Department web site: <http://swc2.hccs.edu/digicom>

This class is a classroom based class, but with additional Web Enhancement. You will attend class, but you will also read additional materials and do some of your projects on-line. In order to do these Web assignments you must log into the HCC Blackboard site, Your Blackboard login user ID will be your HCC User ID (sometimes referred to as the “W” number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

- From www.hccs.edu, under the column “CONNECT”, click on the “Student System Sign In” link
- Then click on “Retrieve User ID” and follow the instructions.

Or use the direct link to access the Student Sign In page:

<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

The default student password is “distance.” Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

If you do not give me an alternate address when you fill out your Data Form, I will use your HCC email address to contact you so it is important that you set up your HCC email address. See <http://www.hccs.edu> Main Page under “Students” for more details.

You also have a protected grade sheet that reflects your current grade and the assignments that you have submitted. You will find this grade sheet at: <http://www.mygradebook.com>.

Grade Sheet ClassWord: **ARTC2348WLOPFall09** (Please note that this classword is case sensitive)

Grade Sheet Password: **Last four digits of your Peoplesoft ID number. PLEASE NOTE: We will not be using the grade book that is built into the Blackboard program.**

Course Description

This course is designed to provide students with an introduction to printing and associated processes and to familiarize students with the theory and practice of single and multiple-color prepress theory and techniques. Students will do an in-depth study of the steps involved in the prepress and printing process. They will examine theory and techniques for pre-press preparation using industry standard software for final file output. Topics include the procedures and problems involved in computer file preparation ranging from trapping, color separations, and resolutions to printing basics and service bureaus. Students enrolled in the class will work with students in the University of Houston Graphic Technology Program to produce a series of printed pieces that they will help to print in the U of H Print Lab. There will also be a series of field trips to printing companies, screen printers, and other media production companies.

3 credits (2 lecture, 4 lab).

Textbooks and Materials

Most of the reading assignments for this class will be posted on the Web site.

You will also need some form of removable media to back up your work in class. You should bring the back-up media to every class. You are responsible for creating back-up files of all of your work.

Textbooks:

Getting it Printed: Kenly, E., and Beach, M. **Publisher:** HOW Design Books. ISBN 1-58180-577-2 (±\$21.77 on amazon.com) **REQUIRED**

Pocket Pal: A Graphic Arts Production Handbook (Paperback) by [Michael H. Bruno](#) (Editor) **Publisher:** Graphic Arts Technical Foundation; 18th edition (October 1, 2000) **ISBN:** 0883623382 (Required) **NOTE:** You may purchase the Pocket Pal when we tour the Museum of Printing History. The student cost is \$20.00.



Materials: In addition to the textbooks you will need the following materials: A three ring binder to keep assignments and handout materials; Proportional Scale; Stainless steel ruler graduated in both inches and picas; non reproducing blue pencil; ream of letter size laser paper and a portable memory storage unit or rewritable CD.



In addition, there are a required series of streaming tutorials from Lynda.com that cover some of the advanced topics of this class. You will receive information on how to subscribe to these tutorials on our class Web site.

This set of five tutorials include: Designing a Logo: Hands on Workshop, Designing an Event Poster Hands-On Workshop, Color Management Essential Training, In-Design CS3 Prepress Essentials and InDesign CS4 Essential Training.

Content Goals and Performance Objectives

On satisfactory completion of this class, the student should:

- Perform computer-generated file preparation for digital output and trouble-shoot common problems;
- Coordinate operation with service bureaus.
- Be familiar with hardware, software, and file formats used for digital prepress.
- Understand prepress workflow in traditional, hybrid and pure digital formats.
- Use page-imposing software to prepare signature impositions of multi-page documents.
- Create and understand the role of analog and digital proofs.
- Be capable of creating, preflighting and editing PDF/X1a files.

- Understand color theory and its application to color printing.
- Prepare and output simple multi-color pages using page layout programs.
- Be able to use and explain printing process guidelines including SWOP, SNAP, GRACoL and FIRST.

Statement of Workplace and Foundation Competencies

Houston Community College is determined to prepare you with the knowledge and skill you need to succeed in today's dynamic work environment. Towards this end, the following workplace competencies and foundation skills have been designed into the curriculum for this course.

Common Workplace Competencies:

- Managing Resources: Manage Time.
- Working with Information: Acquire/evaluate data, Organize/maintain information, Interpret/communicate data, Process information with computers.
- Applying System Knowledge: Understands Systems.
- Using Technology: Select equipment and tools, Apply technology to specific tasks.
- Foundation Skills: Demonstrate Basic Skills: Reading, Listening.
- Demonstrate Thinking Skills: Creative thinking, Decision making, Thinking logically.
- Exhibiting Personal Qualities: Self-esteem, Sociability.

Course/Lab Policies

Class Withdrawal: The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university. To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor will “alert” you that you might fail a class because of excessive absences and/or poor academic performance. Contact your professor regarding your academic performance or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”).

Plagiarism and Scholastic Dishonesty: A. definition of plagiarism as it relates to digital imaging: to pass off (the ideas of another) as ones own: use without crediting the source: present as new and original an idea derived from an existing source. This course adheres to HCC's policy on "Plagiarism and Scholastic Dishonesty" and will pursue and enforce disciplinary action regarding acts of plagiarism containing computers.

Problems: If you have problems with your class work or computer problems, you are welcome to use the Digital Communication Department Labs located at the West Loop Campus. The lab assistants in charge of these labs have experience in the software used in this class and will be happy to assist you. Only currently registered students in the Digital Communication Department are allowed to use the DIGICOM classroom labs! No software, hardware, or manuals may be taken or copied from the labs. It is against the law and the policy of the college.

Assignments

No make-up tests or extended deadlines will be given unless special arrangements have been made with the instructor **in advance**.

Major assignments and reports must be done with appropriate software as indicated by the assignment instructions.

A major part of this class is attending the field trips and reporting on what you observe. These reports are due at the beginning of the class following the field trip.

Students may find additional information in the student handbook and college catalog on the following subjects:

- Withdrawal Policy
- Refund Policy
- Plagiarism Policy
- Attendance Requirements
- Grading Scale

The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age or handicap. This policy extends to employment, admission, and all programs and activities supported by the College."

Advising And Counseling Services:

Advising can be accomplished by contacting the Digital Communication Office at 714-718-7895. Houston Community College counselors also maintain a local referral base in order to provide appropriate referrals to students with personal or family issues that may require long-term solutions.

International Students:

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

Attendance

The HCCS Catalog states, "A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% of the hours of instruction (including lecture and laboratory time)." **Any student who does not submit an assignment or attend class for more than two consecutive weeks in the semester may be withdrawn from the course at the option of the instructor.** Remember that this class only meets once a week, so the class is the equivalent of two normal classes. The student is responsible for keeping track of his or her attendance. If you have a problem please discuss the problem **IMMEDIATELY** with the instructor. Don't wait until it has become an insurmountable problem. Most problems can be dealt with much more easily in their early stages.

Please try to be prompt in making it to class on time. Any student who is more than fifteen minutes late for class will only receive one half attendance credit for that class. If you are more than two hours late, you will not receive any credit for the class. One of the most important requirements for a graphic designers is dependability. When you are working with a client it is important that you meet the specified deadline. For this reason, this class also emphasizes the importance of turning in your work as scheduled. I understand that there are times when "bad things happen to good people" but it is important that you plan for possible problems. If you wait until the last minute to complete an assignment, I can almost promise you that something will happen that you did not think would happen. Not only should you have a "plan B" in case of problems, but also, you should anticipate that you might have to use it. However, please keep in mind that it is better to complete an assignment late than not to complete it at all. If you turn in an assignment late, there will be points deducted from the assignment because it is late, however, you will still receive some points instead of no points which is what you will get if you don't submit the assignment.

When you submit late assignments, 25 percent will be deducted from your score for that assignment for assignments that are one week past due; and 50 percent will be deducted for assignments that are two weeks past due and 75 percent will be deducted for assignments that are three weeks past the due date. No credit will be given for assignments that are turned in more than four weeks past the due date. Remember, that this policy is in place regardless of the reason for the late assignment. The only exceptions to this policy are extreme family crisis or severe illness or accident that continues for more than one week. If you think that this might apply in your case you must submit a request to the instructor in writing with documentation supporting your request. All decisions are at the discretion of the instructor. This exception will *not* apply to short-term illness, broken computers or any other delays that could have been considered and planned for as discussed above. Remember a portion of your grade is based on your ability to solve the day-to-day problems that we all face. It would not be fair to the many students who have faced and solved these problems, to allow students to ignore the deadlines. If this policy seems harsh, let me assure you it is not. As college students you should consider yourselves adults with a responsibility to complete your work on schedule. This is an important skill that will serve you well in future employment.

Grading

Your grades will be based on participation, completion of the assignment projects in a timely manner, quizzes and a final project. The projects must be completed to the satisfaction of the instructor. If they are not, then you will have an opportunity to resubmit as long as it is within the time allotted for that assignment. In the case of assignments that require you to post information to the Discussion Board, If not otherwise instructed, you must post at least seventy-five words to receive credit. (That is approximately the size of this paragraph.) On your final project there will be a grading matrix provided so you can do a self-evaluation before submitting your work.

Grading:	Item	Total
	Print Exercises	200
	Midterm Examination	200
	Final Examination	300
	Field Trip Reports	200
	Attendance	100

Using this criteria, your work will be assigned letter grades, which will be averaged by using the following scale: A = 90-100 points, B = 80-89 points, C =70-79 points, D = 60-69 points F = below 60 points. Points are rounded to the next highest whole number in determining the letter grade.

Extra Credit: There will also be additional extra credit assignments available during the semester. These extra credit assignments will add to your total points and could make the difference between one letter grade and another.

You can obtain information regarding your grade at any time by going to your personal secure grade sheet on the web at: <http://www.mygradebook.com> and selecting single class. Your class word will be ARTC2348Spring09 (Please note that this classword is case sensitive) and the password is the last four digits of your social security number. This is a secure site. Do not share your password with others. It is your responsibility to check your grade sheet and the discussion board for instructor responses on a weekly basis.

Important Dates to Remember

August 28	Class Begins.
August 28	Last day to drop/add/swap.
September 4	Official Date of Record. (Students will be withdrawn who have not participated in class.)
September 7	Labor Day (All HCC Campuses are closed.)
November 12	Last Day for Administrative/Student Withdrawals-4:30 p.m.
November 26-28	Thanksgiving Holiday (All HCC Campuses are closed.)
December 6	Last Day of Class.
December 11	On-site Final Presentation and Hands-on Exam, 12:00 till 3:00 at West Loop

Students With Disabilities

“The Disability Support Services (DSS) Office assists students with physical, learning, or emotional disabilities in developing independence and self-reliance. Services include adaptive equipment and reasonable accommodations for admissions assistance, testing, academic advising, registration, and classroom instruction. Interpreting service is provided for students who are deaf/hard of hearing and assertive technology devices are provided for students who are blind.

“HCCS is committed to compliance with the Americans with Disabilities Act (ADA) and the Rehabilitation Act of 1973 (Section 504). If you have any special needs or disabilities, which may affect your ability to succeed in college classes or participate in college program/activities, please contact the DSS Office at the college you plan to attend. Upon consultation and documentation, you will be provided with reasonable accommodations. Academic accommodations will be provided only after students have properly registered for services through designated disability services staff. Students with verifiable disabilities that offer legal protection under the Americans With Disabilities Act may receive reasonable accommodations to assist in succeeding in the course. If you have a disability and wish to receive such reasonable accommodations, you must see the ADA counselor, Information regarding the ADA counselor can be found on the HCC distance education home page. Without a recommendation from the ADA counselor, the instructor cannot make any accommodations.

PROPOSED SCHEDULE OF TOPICS

This schedule is a guideline only and may be altered at any time at the instructor's discretion.

Week 1: Orientation, Printing History and Workflow

Student Profile sheets, and introductions, Discuss course procedures, policies, textbooks, supplies and course requirements,

Exercise 1A: Write at least a 200-word essay on you and what you expect to learn in this class. Include background information on yourself, and your life, any experience you may have had in the graphics field and other experiences in your life (jobs, family, education, etc. that you think would be interesting to your fellow students) Spell and grammar check, Post this essay to the class Web site.

Exercise 1B: Read the essays posted by the other members of the class and reply to at least three of them.

Week 2: Overview of Printing Processes, U of Print Lab

Discussion of Flexography, Ink jet Printing, Large Format Printers/Proofers, Intaglio Printing Processes, Printing Processes: Advances in Technology, Screen Printing (Serigraphy), Sheetfed Offset Lithography, Variable Data Printing and Xerographic Printing. Field trip to the U of H Printing Lab to discuss the joint project.

Reading Week 3: Kenly and Beach, chapters 1, 3, 4, and 7

Week 3: Overview of Printing Processes Continued.

Discussion of Flexography, Ink jet Printing, Large Format Printers/Proofers, Intaglio Printing Processes, Printing Processes: Advances in Technology, Screen Printing (Serigraphy), Sheetfed Offset Lithography, Variable Data Printing and Xerographic Printing.

Reading Week 3: Kenly and Beach, chapters 1, 3, 4, and 7

Week 2: Museum of Printing History

We will be going to the Museum of Printing History, where we will have an opportunity to different printing presses and see a film on the way the printing process developed. I would suggest that you meet at West Loop and carpool together.

Reading Week 2: Read the links posted on the class website.

Exercise 2: Write a Report on the Museum of Printing History Field Trip

1. Where, when, and who;
2. What we saw:
3. Why: and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 4: Premedia and Prepress.

We will be looking at the pre-media process, also called “Cross Media Publishing or CMP; Creative Services performed by a graphic designer inside or outside of an advertising agency; Photography; Color Services; Production; Ad Management; Facilities Management; Digital workflow; Database management; Prepress; Job Description File (JDF); Pre-flighting; Trapping; Page Imposition; Creation of PostScript Print File; Transmittal of the file to the output device; Raster Image Processing (RIPing); Proofing; Output to Plate or Press.

Reading Week 4: Kenly and Beach, chapters 3, 4.

Exercise 3: Write a two page, double-spaced report discussing the various methods for printing. This should include a comparison of all of the printing processes we discussed in Lesson 3.

Week 5: Lithography and Quality.

Lithography: How it works; Introduction of Photography; Addition of Offset; Evolution of the lithographic plate; offset printing workflow; Components of a press, types and features; Quality expectations and measurement;

Reading Week 5: Kenly and Beach, chapter 7.

Week 6: Field trip to Printing Plant.

Order Entry; Preflighting; Prepress; Presses, both sheet and Webfed; Bindery; Finishing; Distribution and Picking.

Exercise 4: Write a Report on the Field Trip

1. Where, when, and who;
2. What we saw:
3. Why: and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 7: Screen, Relief, Intaglio & Thermographic Printing.

Screen Printing; Relief Printing; Intaglio Process (Gravure, Engraving and Pad Printing); Thermography.

Reading Week 8: Kenly and Beach, chapter 8 class Web site and handouts.

Week 8: Mid-Term Exam.

You will take your mid-term exam this week.

Week 9: Field Trip to Pointsmith Screen Printing.

A look at the screen printing process done on a large scale.

Exercise 5: Write a Report on the Museum of Printing History Field Trip

1. Where, when, and who;
2. What we saw:
3. Why: and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 11: Digital Printing, optical disc and Web publishing.

Digital Printing Processes (Xerography and Inkjet) CD/DVD manufacturing process; Publishing to the Web.

Reading Week 8: Kenly and Beach, chapter 8, class Web site and handouts.

Week 12: Field trip to Disc, Inc and Digital Printing.

We will try to go to two different companies to see discs being created and a digital Printing plant.

Week 13: Thanksgiving Holiday.

Closed Friday, Saturday and Sunday.

Week 14: (4/24) The Finishing and Binding Process

A look at what is involved in finishing and binding the final product.

Week 15: Paper Inks, Toners, coating and special processes

Paper company representatives will present the many options available in paper, and we will look at some of the special ways to enhance print work..

Week 16: (5/8) The Final Exam/Presentation

We will have out final exam at the regularly scheduled class time.

Student Information

Course: ARTC 2348, Digital Publishing III

Semester: Fall Year: 2009

Please complete this form. It will help your instructor become familiar with your background and course goals and assist the Digital Communication Department in designing courses to meet the individual student's needs. Of course, this data will remain confidential.

Name: _____
First Name M.I. Last Name Nickname (If used)

HCC Student ID # _____ - _____ - _____

Address: _____
Street City State Zip

Home Phone: _____ Work Phone: _____

Email address (Please print clearly): _____ @ _____

Employer _____

Job Title/Description: _____

What other Computer/Graphic Arts courses have you taken and where?

Have you used computers? _____ If so, what kind? _____

What graphics/desktop publishing programs do you know? _____

Do you have a background in typesetting, graphic design, commercial or fine art, printing, architecture, drafting or any form of computer graphics? _____ If so, please elaborate:

Please rate your skills in the following programs with 1 being novice and 5 expert:

Photoshop _____ Illustrator _____ InDesign _____ Acrobat _____

SEE OTHER SIDE

Acknowledgment of Syllabus and Release of Work Produced

To receive credit for attendance, Please fill in this information and return this page to the instructor before leaving your first class.

Student Name: _____

HCC Student ID Number: _____

Student email address: (Please Print Clearly) _____

An agreement between Houston Community College and this student to use work produced by this student during the course of class activities.

The student agrees to allow Houston Community College to use works created in this class in the following ways:

1. Digital Communication Department Gallery Shows.
2. On-line web sites sponsored by the Digital Communication Department.
3. In printed materials produced by the Digital Communication Department.
4. Other materials used to promote the college and/or its programs.

Houston Community College Digital Communication Department agrees:

1. The student's work will not be sold or offered for sale without prior permission of the student.
2. Ownership of the works remains with the student.
3. The work will not be altered in any way except to optimize for display or for publication.
4. The student will receive credit for their work when it is used as described.

I have read, understand, and agree to abide by the policies of Houston Community College and the contents of the course syllabus. I have had the attendance policies explained to me and understand that I am responsible for keeping track of my absences and that I may be withdrawn from this class if I exceed the limits, **regardless of reason**. I further agree to the above terms of use for any work created as a part of this class.

Student Signature: _____ Date: _____