



EFFECTIVE: SEPTEMBER 2003
CURRICULUM GUIDELINES

If Revision, Section(s)
Revised:

course

M: Course Objectives / Learning Outcomes

Students prepare a series of assignments suitable for inclusion in a portfolio. They will develop advanced skills with industry-standard page-layout and graphics software programs, working with material supplied by the instructor, from external sources, or from other Print Futures courses. They will gain a thorough grounding in print production technology and procedures, including how to communicate with other print professionals, estimate costs, and deal with digital output.

N: Course Content**1. Print Coordination**

Successful students will:

- a) examine the stages of preparing a publication for digital output to service bureaus and learn how to coordinate a project through print production, including full-colour separation, spot-colour separation, halftone screens, bleeds, overlays and complex registration, digital and printers' proofs
- b) analyze various paper weights, styles and sizes
- c) examine spot and process colour systems
- d) analyze the process of printing documents on a variety of presses, including web and four-colour presses
- e) obtain estimates on costs involved in a variety of print jobs
- f) assess publications at the blueline (or comparable) stage for errors, additions, omissions, etc.
- g) assess print proofs for colour, errors, omissions, corrections
- h) go to a professional print shop to view specific production issues, including colour balance, registration, plate imperfections, etc.

2. Design

Successful students will:

- a) assess the suitability of design techniques for a variety of publications
- b) investigate rates of and accessibility to professional designers
- c) analyze design needs of various clients and organizations
- d) assess the functionality of software for drawing, graphics and presentation

O: Methods of Instruction

The course will use a combination of lecture, discussion, hands-on, and field-trip experiences.

P: Textbooks and Materials to be Purchased by Students

Texts may include:
 Weinmann, Elaine. Peachpit Press, 1998.

Software may include:
 QuarkXPress
 Adobe Photoshop
 Adobe Freehand

Q: Means of Assessment

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Assignments (4 to 6)	70%
Lab exercises	5%
Midterm exam	15%
Professionalism (as defined)	10%
	100%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes.

 Course Designer(s)

 Education Council / Curriculum Committee Representative

 Dean / Director

 Registrar