

# ART 225 Prepress and Printing Processes

SPRING 2016 • Delaware County Community College

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dawnmercurio.com/prepress • Office hours by appointment only

## COURSE DESCRIPTION

(<https://www.dccc.edu/courses/art/225>)

In this course you will investigate digital file composition and the use of computing technology as it applies to the preparation of digital files for the printing industry. Printing and binding methods used to reproduce the work of the graphic designer will be studied. Technical, time and budget constraints are emphasized in order to relate design and production costs to real-world situations. Students will gain hands-on experience with a variety of graphics hardware and software commonly used for computer prepress. Coursework includes lecture, case study and field trips. Demonstration, discussion and formal critiques will augment studio work.

## COURSE OBJECTIVES

Upon successful completion of this course, students should be able to:

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| Define design objectives and how work flows through the imaging process.   | Perform font management activities.   |
| Identify and define line art and halftone reproduction processes.  | Understand, use and apply calibration techniques to computer monitors and desktop scanners.                                       |
| Identify and define the most commonly used proofing methods and color systems.   | Apply troubleshooting techniques to hardware and software problems.   |
| Identify, characterize and select appropriate paper stock for various types of printing jobs.  | Output digital files on Postscript and non-postscript printers.   |
| Define and differentiate between the various commercial-printing methods.  | Solve projects in a unique and creative manner.   |
| Identify and define printing-related processes such as engraving, embossing, diecutting, foil stamping and the most commonly used bindery methods.               | Produce content as an effective form of visual communication.   |
| Identify and list the advantages, disadvantages and capabilities of different storage media and use of file compression utilities for file transfer and storage. | Communicate issues of critical thinking skills through the creation of artworks and participation in the formal critique process. |

Prereq ART 208, ART 211 and Coreq. ART 213

Credit Hours: 3 Lecture Hours: 2 Lab Hours: 2

## RECOMMENDED READING, REFERENCES and RESOURCES:

### **dawnmercurio.com/prepress**

*Graphic Artists Guild Handbook: Pricing and Ethical Guidelines by Graphic Artists Guild*

*A Guide to Graphic Print Production\**  
by Kaj Johansson

<http://philadelphia.aiga.org>

*Real World Print Production\**  
by Claudia McCue

<http://www.aiga.org>

Pantone Matching System swatch books:  
Coated and PROCESS to SPOT

[www.prepressure.com](http://www.prepressure.com)

\* *material from this book used in this course*

## MATERIALS

- Materials will be shared prior to class. Presentations will be made available.
- Bring all working assignment files to each class. Back-up your files.
- Upload project files prior to arriving in class.
- Retain hand-outs as a reference tool for use during each class and the final exam.

## STUDENTS WITH DISABILITIES

Delaware County Community College policy complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Students requesting academic accommodations must register with the Office of Disability Services and are responsible for picking up their accommodation letters at the beginning of each semester and presenting them to their instructors. I am available to discuss the approved accommodations that you may require in this course. If you have any questions, contact Ann Binder, Director of Disability Services, at 610-325-2748 or by email at [abinder@dccc.edu](mailto:abinder@dccc.edu). Students on Chester County Campuses can contact Shammah Bermudez, Coordinator of Disability Services for Chester County Campuses at 484-237-6251 or by email at [sbermudez@dccc.edu](mailto:sbermudez@dccc.edu)

## ATTENDANCE & WITHDRAWAL POLICY:

Please be aware of recent changes to the College Attendance and Withdrawal Policy. Attendance is expected at all class meetings. Students who do not attend and/or log in to class during the first three weeks of class or who only attend the first day of class and/or log in once WILL BE ASSIGNED THE REGISTRATION CODE OF 'NS' (NO SHOW) as of the 4th week of classes. Instructors will NOT withdraw students for non-attendance. Students will be responsible for withdrawing themselves from their courses and may do so until the semester Student Withdrawal date (see your student handbook for information). Students who wish to be withdrawn from a class after the Student Withdrawal date will need to meet with the appropriate administrator. Please refer to the Student Handbook for more details on this policy.

Please note: Professors may have attendance policies that impose academic penalties on students who do not attend class.

## ACADEMIC HONESTY

Please refer to the student handbook regarding the DCCC Academic Honesty policy.

## GRADING POLICY

Attendance/Participation .....	20%
Project 1 .....	10%
Project 2 .....	10%
Poster .....	10%
Quiz (10 questions) .....	10%
Project 3 .....	20%
Exam (Exercise) .....	20%

Late projects will be automatically lowered one letter grade. Not accepted beyond one week late without formal excuse.

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## ABSENCES

Attendance for the entire duration of each class is necessary. **Attendance at the printer tour is mandatory.** It is the student's responsibility to make up for any lost time. Consider finding a classmate to share resources.

## CLASS STRUCTURE

Each class will be comprised of review, presentation of new material, 10 minute break, activity, and questions. Be respectful, patient and kind to classmates and instructor. Silence and restrict inappropriate phone/computer use during classtime.

## EXTRA CREDIT

Attend a Design industry event (Users Group, LinkedIn, Meet up, AIGA, etc) and write 1-2 paragraphs about it with a receipt of attendance (check-in, or photograph). Extra credit will be given to students who supply their business card during the printer tour. Applied to Attendance/Participation.

## PROJECTS/GRADING SUMMARY:

(Projects will become available in more detail)

### **Print Sample Presentation** (attendance/participation)

*Focus: Tactile qualities, presentation/terminology*

Each student will present one found printed/finished sample to the class. Select an item that you find interesting, or would like to share because of its noteworthy paper, ink, finishing or some other attribute. Sign up for dates first class.

### **Project 1: Business cards**

*Focus: file setup, digital environment, imposition*

Create thumbnails (drawings/design ideas) for individual card. Set up individual card in InDesign. Create a imposition (ganged) version to print digitally and trim.

### **Project 2: Ad Series**

*Focus: Modifying color for different output spaces, design heirarchy, reading specs*

Draft an ad campaign for a local company/cause. Generate ads based on real magazine/newspaper specifications.

### **Quiz**

*Focus: Mid-term, paper, planning, file setup and color multiple-choice questions*

### **Project 3: 8-12 page Bound Booklet/newsletter**

*Focus: Planning, Spec Sheets, imposition (page order), restricted color use, offset preflight, finishing, mock-up*

Follow production schedule and create a spec sheet for the printer. Establish design elements. Create thumbnails for page layouts. Produce final mock-up.

### **Poster** (attendance/participation)

*Focus: Spot and PMS color management*

Using only text and vector shapes, create a poster exploring how mixed ink coatings can affect design.

### **Final Exam**

*Focus: Spec Sheet, Preflight*

Take an existing InDesign file and prep it according to the preflight measures learned in class, following specifications provided. Work independently, using notes and internet.

# Class Calendar\*

WEEK	TOPIC	Check-ins
1	1/25 Course Brief Production Schedules/ Flow	Project 3 start Print Presentation sign up
2	2/1 Paper	Project 1 start
3	2/8 File Set Up: LIVE, TRIM, BLEED	Project 1 thumbnails due. Project 3 concepts due
4	2/15 PRESIDENTS	WEEKEND
5	2/22 Graphic File Formats	Project 2 start
6	2/29 Color - digital (RGB and SPOT)	<b>Project 1 due. Review</b>
7	3/7 Color - offset (CMYK, PMS)	Poster start Project 3: Proof 1
8	3/14 SPRING	BREAK

\*activities/topics subject to change. See next page for more.

# Class Calendar\*

WEEK	TOPIC	Check-ins
9	3/21 Fonts	Quiz Project 3 Proof 2
10	3/28 ----- PRINTER -----	<b>TOUR</b> -----
11	4/4 Spec Sheets	<b>Project 2 due. Review</b> Project 3: Spec Sheet
12	4/11 Preflight	<b>Poster due</b>
13	4/18	Preflight Practice Exam
14	4/25 Finishing, fold types, and binding	Project 3: work day
15	5/2 Preflight miscellaneous	<b>Project 3 due. Critique</b>
16	5/9 <b>Final Exam</b>	

\*activities/topics subject to change

### OTHER IMPORTANT DATES:

Registration for Fall 2016 and Summer 2016 Begins for Current Students ..... March 21  
 Mid-term Grade Warning Date ..... March 25  
 Registration for Fall 2016 and Summer 2016 Begins for New Students ..... March 28  
 Recommended Priority Date for Filing FAFSA Form for Financial Aid for Summer Classes ..... April 1  
 Deadline for Student Withdrawals\* ..... April 8