

DDP 104: PRINT PRODUCTION

Originator

mabril

Justification / Rationale

This new course will fill a gap in the Digital Design and Production program with skills that allow current students and those, who already work in the field, an opportunity to take a 1.5 units over an 8-week period to gain additional prepress and commercial printing skills. A deeper dive into Adobe Acrobat will also be covered.

Effective Term

Fall 2023

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

104

Full Course Title

Print Production

Short Title

PRINT PRODUCTION

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course provides an overview of print history and its impact on society as well as current trends. Learn the life cycle of a print job and how to prepare your artwork to be professionally printed. Discover how to better communicate with your printer. Think about printing as you're designing. Choose the correct paper, inks, colors, and fonts for your project.

Schedule Description

This course provides an overview of print history and its impact on society as well as current trends. Learn the life cycle of a print job and how to prepare your artwork to be professionally printed. Discover how to better communicate with your printer. Think about printing as you're designing. Choose the correct paper, inks, colors, and fonts for your project.

Lecture Units

1

Lecture Semester Hours

18

Lab Units

.5

Lab Semester Hours

27

In-class Hours

45

Out-of-class Hours

36

Total Course Units

1.5

Total Semester Hours

81

Required Text and Other Instructional Materials**Resource Type**

Web/Other

Year

2022

Description

LinkedIn Learning Path

Resource Type

Book

Author

Robert Hoe

Title

A Short History of the Printing Press and of the Improvements in Printing Machinery from the Time of Gutenberg up to the Present Day

City

Alexandria

Publisher

Alpha Edition

Year

2020

College Level

Yes

ISBN #

978-9354215544

Class Size Maximum

20

Course Content

- Printing history
- Communicating with your printer
- Understanding types of printing: letterpress, sheet-fed, and more
- Handling corrections and alterations
- Press checks
- Understanding how color space and paper stock affect printing
- Finishing: folding, trimming, die cutting, and embossing
- Working with fonts and graphics
- Submitting the job

Lab Content

- LinkedIn Learning Path Lessons
- Assignments
- Projects
- Discussions

Course Objectives

Objectives	
Objective 1	Know what to look for when your job is on the printing press.
Objective 2	Understand the process during the prepress phase of the printing press.
Objective 3	Define key terms that will make sure you and your printer are speaking the same language.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Communicate with a professional printer about getting their artwork professionally printed.
Outcome 2	Choose the correct paper, inks, colors, and fonts for their print project.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Students will critique as teams/groups on various projects/design challenges.
Demonstration, Repetition/Practice	Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges.
Discussion	Instructor-led discussions on current topics on pre-press and print production.
Lecture	Content about pre-press and printing topic will be discussed with students so they gain a better understanding about the process.
Technology-based instruction	All course work uses current technology in the field, the students will learn to use software to develop and prepare projects to be printed. Instructors will use the technology in demonstrations as it pertains to the assignments.
Skilled Practice at a Workstation	A large portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to be have access to a computer to participate in this course.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	Students will provide constructive feedback to their fellow classmates using course terminology.	In and Out of Class
Student participation/contribution	Active participation in discussion, project development, assignments, and presentation of the work they have created.	In and Out of Class
Computational/problem-solving evaluations	Students will use the design process to solve design problems with given criteria and will work to prepare files for printing as well as apply key fundamental prepress to print workflow skills.	In and Out of Class

Assignments

Other In-class Assignments

1. Written personal responses.
2. Weekly assignments.
3. Class critiques participation.

4. Weekly exercises.

Other Out-of-class Assignments

1. Homework assignments applying concepts presented in lecture.
2. Completion of assignments.
3. Reading, watching, and exploring.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

On-campus %

100

What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?

Active learning.

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

At this time, Adobe Express, eblogger, LinkedIn, YouTube, and Adobe Behance are projects in this course used to provide students with real world experience. Students set up accounts on these platforms to prepare them for careers in this field. All are password protected by either Adobe, Google and LinkedIn.

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

Working outside the LMS provides the additional technologies and "real world" element necessary to give students the robust learning experience required for Digital Design & Production courses.

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video
Telephone contact/voicemail
USPS mail

For hybrid courses:

Field trips
Library workshops
Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Graded discussion assignments, required participation in critiques and weekly announcements.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Flexibility for students to learn at their convenience.

MIS Course Data

CIP Code

10.0303 - Prepress/Desktop Publishing and Digital Imaging Design.

TOP Code

061400 - Digital Media

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Not transferable

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals

Curriculum Committee Approval Date

11/01/2022

Academic Senate Approval Date

11/10/2022

Board of Trustees Approval Date

12/16/2022

Chancellor's Office Approval Date

12/21/2022

Course Control Number

CCC000635082