



ANTELOPEVALLEY COLLEGE

Academic Affairs
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 12/11/2008
- COR Update
- Pre Req/Advisories 12/11/08
- Other Changes 12/11/08
- Effective Date
- SLO 4/14/2008

COURSE SUBJECT & NUMBER: DM 133

COURSE NAME: * Digital Printing I (formerly CG 125, Digital Four-Color Printing)

COURSE UNITS: 3 **COURSE HOURS:** 4 hours weekly

COURSE REQUISITES: (*Follow format of similar courses found in the college catalog.*)

Corequisite: Concurrent enrollment in DM 133L

Advisory: Completion of DM 101, and Eligibility for READ 099

Instructional materials fee required for this course and must be paid at registration

COURSE DESCRIPTION: (*Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.*)

This course provides students with basic instruction in software, hardware, and design and production skills necessary for various types of digital printing, with an emphasis on output to paper. Students will learn how to create projects with appropriate specifications for typical industry standard entry-level print jobs such as brochures, fliers, and promotional pieces. **BEFORE ENROLLING** students should have a basic knowledge of the Mac OS and Adobe Photoshop. (CSU, AVC) (R2)

COURSE OBJECTIVES: (*Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.*)

Upon completion of course, the successful student will be able to:

1. Operate industry standard software, hardware, and related equipment at an entry-level
2. Design and prepare entry-level industry standard documents for printing on paper, cloth, signage, and specialty printing
3. Apply job specifications, color correction, typography, and masks to images and layouts
4. Retouch flaws and correct color of digital images
5. Identify methods of bindery such as cutting, collating, stitching, foiling, embossing
6. Prepare a key line for die cutting
7. Critique examples of entry-level digital printing and class projects
8. Identify the major types of paper stock and industry standard color systems used in digital printing
9. Identify typical printing software and equipment commonly used in the digital media industry

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COURSE CONTENT: *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

1. Overview of design for a variety of entry-level printed works such as:
 - a. Photos
 - b. Advertising collateral: brochures, stationary, ads
 - c. Specialty items: coffee mugs, pens, glass, boxes, packaging
 - d. Signage: plastic, canvas banners, metal
 - e. Cloth: textiles, t-shirts

2. Overview of equipment used in digital printing
 - a. Image acquisition via scanner, digital camera, Internet
 - b. Printing presses
 - c. Digital output devices
 - d. Specialty output devices for prototypes and specialty materials
 - e. Computers

3. Operate industry standard digital printing software and hardware at an entry-level
 - a. Design and produce entry-level documents
 - b. Output document files to paper

4. Bindery, stock and ink
 - a. Create key line for die cutting
 - b. Die cutting, types of bindery, embossing
 - c. Printing materials, paper stocks, inks

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TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)

This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.

1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:

Research tutorials and related research articles on the Internet. Read project assignments.

2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:

Not applicable

3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:

Not applicable

4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:

Students will be required to complete several basic projects that will culminate in the creation of the final project

1. Search the Internet for examples of well designed layout and design solutions
2. Create well designed class projects
3. Retouch flaws and color correct digital images
4. Prepare final documents for output
5. Prepare final projects with attention to design, image quality, and job specifications
6. Plan and assign all technical specifications such as dpi, file format, color mode, etc.
7. Design and prepare a series of documents for the final class project

5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.

Students will participate in class critiques to evaluate file specifications and evaluate design work. The student will determine when to use which software and type of equipment based upon job specifications, and will build skills through hands-on practice to be able to design and produce class projects.

6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.

Reading Assignments: 1

Writing Assignments: N/A

Computational Assignments: N/A

Other Assignments: 5

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METHODS OF INSTRUCTION: *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture and discussion; Demonstration; Follow-along hands-on demonstration; Audio/Visual materials; Instructor-led class project critiques and group projects; Self-paced tutorials.

METHODS OF EVALUATION: *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Evaluation of student performance is determined from review of the completed assignments. These include evaluation of individual expression as reflected in the media and product presented by the student. Completion of all projects is required. Areas to be considered in the evaluations are:

1. Successful completion of quizzes and skill tests
2. Ability to assign technical job specifications to class projects
3. Ability to operate industry standard software and hardware at an advanced level
4. Completion of design projects according to instructor criteria
5. Participation in class discussions and critiques
6. Presentation of class projects and final project presentation according to instructor criteria

Suggested Texts or other Instructional Materials *(list several when possible; include title, author, publisher, date, and latest edition.)*

Alistair Dabbs, *Digital Designer's Bible*, Harper Collins Publishers, NY, NY, 2005

Leatrice Eiseman, *Pantone Guide to Communicating with Color*; Grafix Press, Ltd., Sarasota, Fla., 2000