

623 Graphic Communications II

This course is designed to provide a basic background and understanding of the Graphic Communications field. It is intended to cover the spectrum of communication from verbal through computer-enhanced. Students will investigate the history of communication and its impact on today's world. The impact of communication will be covered, as well as ethical and moral issues surrounding the use of media and propaganda. The physical operation of printing and pre-press equipment and software will provide an opportunity to increase individual competency in the areas of graphic communications. Skills necessary for future employment in the field, as well as opportunities for self-employment will be presented.

Second Year Course 623 Seventeen and one-half (17.5) credits will be offered for successful completion of this course.

Unit	Lessons	Unit Objective
September Unit I Safety	Safety History of Communications Work Habits	Review and expansion of understanding Building, Personal, Fire, Ergonomic safety All communication techniques will be discussed Icons, importance of Ethics, Integrity Attendance
October Unit II Business Mgmt.	Business Management Thumbnail Sketches	Review of Ethics, improved listening skills covered Entrepreneurship including Business Plans, Venture Capital, Accounting, Legal Requirements Addressing Client needs
October-November Unit III Artwork Preparation Workflow	Font Families Vector and Bitmap Design Programs	Students will review the font basics and the art of typography. Artwork will be created in current programs: CorelDraw InDesign Photoshop
November-December Unit IV Pre-Press Raster Image Processor Catch-up time	Print considerations Business Cards Raster Graphics	Students will learn how to prepare artwork for press including: Use of Guidelines and Gripper Margins Thumbnail and Dummy Layouts, Paper choice How the Processor works
January Unit V Substrates Inks	Paper Dye-Sublimation	Students will learn about paper choice and impact Types of substrates available and the characteristics of each
February-March Unit VI Chemicals Measurement Cutter	Printer's measures Print Shop Chemicals Polar Cutter Operation	Students will continue study of measurement and printer's rules Students will learn usage of press room chemicals

<p>March-April</p> <p>Unit VII Maintenance Catch-up</p>	<p>Measurement Exercises Equipment Maintenance</p>	<p>Students will continue with measurements including paper counts, collation, and dimensions</p> <p>Students will learn the importance of equipment maintenance</p>
<p>April-May</p> <p>Unit VIII Camera / Photography</p>	<p>The Camera The Image Cropping and Editing</p>	<p>Students will create images through digital capture. Through photographic and scanning techniques images will be captured and converted to digital format. Cropping and editing for artwork.</p>
<p>May-June</p> <p>Unit IX Plate-making Press Basics</p>	<p>Plate making techniques Offset Press Operation</p>	<p>Students will learn the intricacies of manipulating the plate-setter to make plates for offset printing.</p> <p>Students will create and produce single-color offset print work.</p>
<p>June</p> <p>Unit X Bindery</p>	<p>Collator Folder Booklet maker</p>	<p>The coordination of binder operations including Collator, Folder, and Booklet-maker will be covered.</p>