

676 Graphic Communications I

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

First Year Course 676 Ten (10) credits will be offered for successful completion of this course.

Unit	Lessons	Unit Objective
September Unit I Safety	Safety History of Communications Begin Creation of Portfolio	Introduction to Building, Personal, Fire, Ergonomic safety Origin of communications, icons, importance of Ethics, Integrity, and Attendance
October Unit II Business Mgmt.	Business Management Thumbnail Sketches	Students will be exposed to Ethics, Work Skills related to successful business operation Focus on Listening skills Entrepreneurship, including Business Plans Client interaction and satisfactory understanding
October-November Unit III Artwork Preparation Workflow	Font Families Vector and Bitmap Design Programs	Students will learn a brief history of the written word, traditional techniques in graphic design, font basics and the art of typography. Introduction to software programs CorelDraw InDesign Photoshop
November-December Unit IV Pre-Press Raster Image Processor Catch-up time	InDesign Basics Print considerations Business Cards Raster Graphics	Students will learn how to properly prepare artwork for multi-page work including: Guidelines and Gripper Margins Thumbnail and Dummy Layouts Introduction to the Raster Image Processor
January Unit V Substrates Inks	Papers Dye-Sublimation	Students will learn about paper variety and production Students will learn production of materials using substrates available in the shop
February-March Unit VI Chemicals Measurement Cutter	Printer's measures Print Shop Chemicals Intro to Cutter	Students will learn the importance of measurement and printer's rules on multi-signature work Students will learn purposes and actions of press room chemicals

March-April Unit VII Maintenance Catch-up	Measurement Exercises Equipment Maintenance	Students will learn expand measurement skills including paper dimension, counts, and collation Students will learn important of equipment maintenance
April-May Unit VIII Camera / Photography	The Camera The Image Cropping and Editing	Students will be introduced to the camera and recording and will begin creating images through digital capture and scanning to digital format. Evaluating, Cropping and editing for images for use in finished artwork.
May-June Unit IX Plate-making Press Basics	Plate making techniques Intro to Offset Press Operation of Offset Press	Students will learn the basics of plate-making for offset printing. Students will be introduced to simple offset print techniques.
June Unit X Bindery	Collator Folder Booklet maker	The basics of binder operations including Collator, Folder, and Booklet-maker will be covered.