

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 316		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Print and Digital Production																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Humanities		Department (or program if no department): Graphic Design																	
Calendar Description: <p>Prepare and manage print and digital design projects across a variety of media for production and development. Engage in best practices for file preparation for print, digital, and packaging production, including graphic standards, e-publications, social media, and web. This course uses tools and technology that vary according to current industry practice.</p> <p>Note: Field trips outside of class time may be required.</p>																			
Prerequisites (or NONE):		(GD 204 or CIS 145) and GD 260.																	
Corequisites (if applicable, or NONE):		NONE																	
Pre/corequisites (if applicable, or NONE):		NONE																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 60 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td>10</td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	20	Laboratory hours		Field experience hours	10	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	60	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours:																			
Total	60																		
		Maximum enrolment (for information only): 24 Expected frequency of course offerings (every semester, annually, every other year, etc.): annually																	
Department / Program Head or Director: Karin Jager		Date approved: February 27, 2017																	
Faculty Council approval		Date approved: December 8, 2018																	
Campus-Wide Consultation (CWC)		Date of posting: February 2, 2018																	
Dean/Associate VP: Jacqueline Nolte		Date approved: December 8, 2017																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 23, 2018																	

Learning Outcomes

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

- Communicate with print representatives, pre-press and other production professionals using industry standard terms
- Define industry production terms used for paper and materials selection, prepress, production, and printing
- Develop printing specifications for estimating
- Explain the printing processes of digital print, offset print, letterpress, lithography, silk screening, labelling, and flexography
- Select appropriate materials for producing print, packaging and large format graphics
- Describe colour management and differentiate between colour systems (CMYK, RGB, spot colour)
- Specify finishing for binding, embossing, foils, varnishes, and die cutting
- Apply best practices in the preparation of files for print, digital media, and packaging
- Create dielines and prepare production files for packaging projects
- Prepare large format electronic files for environmental graphics, tradeshow booths, billboards, and vehicle wraps
- Implement a production workflow and methodology for print and digital projects
- Assess production quality and problem-solve errors of print and digital media
- Apply brand identity graphic standards to social media platforms using correct image sizes, dimensions and types
- Create a comprehensive print and digital asset tool kit
- Prepare digital content asset library for social media and web applications that spans across multiple digital platforms that includes video, audio, ebook publication.
- Export files, images, icons, logos for multi-screen resolution sizes and contextualize when to use different file formats in PNG, SVG, GIF, JPG.
- Implement best practices for optimizing images

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Project-based applied learning, guest lectures, presentations, and field trips.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	McCue, C	<i>Real World Print Production with Adobe Creative Cloud</i>	<input checked="" type="checkbox"/>	Peachpit Press	2013
2.		Subscription to Lynda.com	<input type="checkbox"/>		
3.			<input type="checkbox"/>		
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Adobe CC, Portable Media Storage, Pantone Formula Guides, Printer Loupe.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	80%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	10%	Lab work:	%	Field experience:	10%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

Typical Course Content and Topics**Week 1**

Introduction to print and digital production. Print and digital production terms and tools.

Week 2

Managing production workflow. Understanding roles and responsibilities: designer, client and resources.

Assessing collateral print and digital production needs.

Project 1: Collateral Production

Week 3

InDesign: setting up files.

Creating tri-fold brochure, multipage document, newspapers. Preparing files for stationery.

Understanding colour and colour management for print and screen.

Setting up spot colours, varnishes, embossing, foils, and die-cuts.

Week 4

Project 2: Graphic Standard's Assets

Developing an integrated print and digital package: logo, photography, graphics, documents

Preparing a digital content asset library for social media and web applications that spans across multiple digital platforms that includes video, audio, ebook publication.

Photoshop: image resolution and colour

Photoshop: creating assets for social media.

Week 5

Illustrator: building out your files.

Social media image sizes and tips, and image optimization

Exporting files, images, icons, logos for multi-screen resolution sizes and contextualize when to use different file formats in PNG, SVG, GIF, JPG

Week 6

Guest speaker: Paper Representative.

Preparing a print quote and communicating with your printer.

Client roles: editing, proofing, approval.

Week 7

Tour: Print house. Attend a press-check. Observing standards of quality.

The printing process. How to use a loupe.

Week 8

Creating portable displays: tradeshow booths (10 x 10, 10 x 20) and pop-up banners.

Preparing large format files: vehicle wraps.

Week 9

Project 3: Packaging.

Understanding how packaging is created.

Packaging requirements for printing.

Week 10

Quiz: Print Production Terminology.

Creating dielines for packaging.

Week 11

Tour: Packaging production facility.

Week 12

Pre-press and Pre-flight.

Handling alterations and corrections.

Week 13

Final presentation.