



ORIGINAL COURSE IMPLEMENTATION DATE: September 2018  
 REVISED COURSE IMPLEMENTATION DATE: January 2021  
 COURSE TO BE REVIEWED (six years after UEC approval): February 2024  
 Course outline form version: 05/18/2018

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> GD 316	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																
<b>Course Full Title:</b> Print and Digital Production <b>Course Short Title:</b> <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
<b>Faculty:</b> Faculty of Humanities	<b>Department (or program if no department):</b> Graphic + Digital Design																
<b>Calendar Description:</b> 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.  Note: Field trips outside of class time may be required.																	
<b>Prerequisites (or NONE):</b>	GD 157, GD 159, GD 260, and one of CIS 145 or GD 204.																
<b>Corequisites (if applicable, or NONE):</b>	None																
<b>Pre/corequisites (if applicable, or NONE):</b>	None																
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	<b>Special Topics</b> <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>																
	<b>Independent Study</b> If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit																
	<b>Transfer Credit</b> Transfer credit already exists: <i>(See <a href="http://bctransferguide.ca">bctransferguide.ca</a>.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>																
	<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit																
	<b>Maximum enrolment (for information only):</b> 24 <b>Expected Frequency of Course Offerings:</b> Annually <i>(Every semester, Fall only, annually, etc.)</i>																
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Typical Structure of Instructional Hours</th> </tr> </thead> <tbody> <tr> <td style="width: 70%;">Lecture/seminar hours</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Supervised laboratory hours</td> <td></td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>60</b></td> </tr> </tbody> </table>		Typical Structure of Instructional Hours		Lecture/seminar hours	30	Tutorials/workshops	20	Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)	10	Supervised online activities		Other contact hours:		<b>Total hours</b>	<b>60</b>
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Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes																	
<b>Department / Program Head or Director:</b> Karin Jager	<b>Date approved:</b> September 2019																
<b>Faculty Council approval</b>	<b>Date approved:</b> December 2019																
<b>Dean/Associate VP:</b> Jacqueline Nolte	<b>Date approved:</b> December 2019																
<b>Campus-Wide Consultation (CWC)</b>	<b>Date of posting:</b> February 21, 2020																
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> February 28, 2020																

**Learning Outcomes:**

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

- Consult with print representatives to develop printing specifications.
- Define industry production terms and printing processes.
- 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 print and bindery.
- Apply best practices in the preparation of files for print, digital media, and packaging.
- Prepare large format electronic files.
- 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 guidelines across print and digital platforms.
- Prepare digital content asset library for social media and web applications that spans across multiple digital platforms.
- Export assets for multi-screen resolution sizes.

**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.

**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	Real World Print Production with Adobe Creative Cloud	<input checked="" type="checkbox"/>	Peachpit Press	2013
2.	Subscription to Lynda.com	<input type="checkbox"/>		
3.		<input type="checkbox"/>		

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	80%	Field experience:	10%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	10%	Lab work:	%	Shop work:	%	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.