



ORIGINAL COURSE IMPLEMENTATION DATE: September 2018
 REVISED COURSE IMPLEMENTATION DATE: September 2022
 COURSE TO BE REVIEWED (six years after UEC approval): February 2028
 Course outline form version: 09/08/2021

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:													
Faculty: Faculty of Humanities	Department (or program if no department): Graphic Design												
Calendar Description: 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.													
Prerequisites (or NONE):	GD 157, GD 159, GD 260, and one of CIS 145 or GD 204.												
Corequisites (if applicable, or NONE):	NONE												
Pre/corequisites (if applicable, or NONE):	NONE												
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: n/a Cross-listed with: n/a Equivalent course(s): n/a <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>	Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 24												
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Lecture/seminar</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Experiential (field trip)</td> <td style="text-align: center;">10</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	30	Tutorials/workshops	20	Experiential (field trip)	10					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	30												
Tutorials/workshops	20												
Experiential (field trip)	10												
Total hours	60												
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes (<i>additional articulation requested</i>) Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>												
Department approval	Date of meeting: December 2021												
Faculty Council approval	Date of meeting: January 14, 2022												
Undergraduate Education Committee (UEC) approval	Date of meeting: February 25, 2022												

Learning Outcomes

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

1. Consult with clients and vendors to develop project specifications.
2. Define industry production terms and printing processes.
3. Select appropriate materials for producing print, packaging and large format graphics.
4. Describe colour management and differentiate between colour systems (CMYK, RGB, spot colour).
5. Specify finishing for print and bindery.
6. Apply best practices in the preparation of files for print, digital media, and packaging.
7. Prepare large format electronic files.
8. Implement a production workflow and methodology for print and digital projects that includes time management, estimating and invoicing.
9. Assess production quality and problem-solve errors of print and digital media.
10. Apply brand guidelines across print and digital platforms.
11. Prepare digital content asset library for social media and web applications that spans across multiple digital platforms.
12. Export assets for multi-screen resolution sizes.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Assignments:	80%	Field evaluation:	10%	%
Quizzes/tests:	10%		%	%

Details:

Project 1: Collateral Production (10%); Project 2: Graphic Standards Assets (20%); Project 3: Client Communication (15%); Project 4: Packaging Production (25%); Project 5: Invoicing and Time Tracking (10%)

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

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form.](#)*)

Type	Author or description	Title and publication/access details	Year
1. Textbook	McCue, C	Real World Print Production with Adobe Creative Cloud	2013
2. Online resource		Linked In Learning (Access at Fraser Valley Library)	

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

Adobe Creative Cloud

Course Content and Topics

- From proposal to design to production. Introduction to print and digital production and creative services. Print and digital production terms and tools. Developing a project estimate, proposal and critical path.
- Managing production workflow. Understanding roles and responsibilities: designer, client and resources. Assessing collateral print and digital production needs. Reviewing project budgets and critical path. Implementing time tracking as part of the production workflow. Sensitivity workshop.
- InDesign: setting up files. Creating tri-fold brochure, multipage document, newspapers. Preparing files for promotional collateral. Understanding colour and colour management for print and screen. Setting up spot colours, varnishes, embossing, foils, and die-cuts.
- 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.
- 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.
- Guest speaker: Paper Representative. Preparing a print quote and communicating with your printer. Presenting project costs to clients – estimates or quotations? Client roles: editing, proofing, approval.
- Tour: Print house. Attend a press-check. Observing standards of quality. The printing process. How to use a loupe.
- Creating portable displays: tradeshow booths (10 x 10, 10 x 20) and pop-up banners. Preparing large format files: vehicle wraps.
- Production for packaging. Packaging requirements for printing. Sustainability and the impact of print vs. digital. The 7 grandfather teachings in relation to professional practice.
- Pre-press and Pre-flight. Handling alterations and corrections. Invoicing your client.