

Master Syllabus

VIS 1250 - Print Production

Division: Liberal Arts, Communication and Social Sciences

Department:

Credit Hour Total: 4.0

Lecture Hrs: 4.0

Prerequisite(s): VIS 1140

Date Revised: February 2014

Course Description:

This course will provide the fundamentals of the various printing processes. It will include digital prepress techniques used to prepare layouts for the different processes used in the industry.

General Education Outcomes:

- ▣ Oral Communication Competency
- ▣ Written Communication Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Computer Literacy Competency

Course Outcomes:

Problem-solving techniques

Implement communication skills and problem-solving techniques applicable to print production.

Assessment Method: Locally developed exams

Performance Criteria: Score at least 70% on exams.

Assessment Method: Performance appraisals

Performance Criteria: Score at least 70% in all areas of a rubric.

Digital prepress issues

Solve a variety of prepress issues using techniques and computer hardware/software commonly used in the industry.

Assessment Method: Locally developed exams

Performance Criteria: Score at least 70% on exams.

Assessment Method: Performance appraisals

Performance Criteria: Score at least 70% in all areas of a rubric.

Basic printing processes

Create designs appropriate for the basic printing process being implemented.

Assessment Method: Behavioral observations

Performance Criteria: Score at least 70% in all areas of a rubric.

Assessment Method: Locally developed exams

Performance Criteria: Score at least 70% on exams.

Assessment Method: Performance appraisals

Performance Criteria: Score at least 70% in all areas of a rubric.

Assessment Method: Portfolios

Performance Criteria: Score at least 70% in all areas of a rubric.

Outline:

Types of different processes, including screen printing, offset, and digital printing.

Digital prepress concepts, including planning, designing, page layout, color separation, working with PDFs and preflighting.

Scanning and digital optimizing.