

## Master Syllabus

### VIS 1250 - Print Production

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Design

**Credit Hour Total:** 4.0

**Lecture Hrs:** 4.0

**Prerequisite(s):** VIS 1140

**Date Revised:** February 2014

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### 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
- Written Communication
- Critical Thinking/Problem Solving
- Computer Literacy

### 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.