Introduction to Graphic Arts Technology

COURSE DESCRIPTION
Gives students an overview of the graphic arts industry. Covers various occupations including basic information for making career and education choices. Builds the foundation for continuing education in the graphic arts program. Includes historical, current, and potential developments in the printing industry. Provides a comprehensive understanding of desktop publishing software and the steps related to producing printed materials.

TOPICAL OUTLINE
I. History of printing and graphic arts
II. Creating projects for printing
III. Basics of desktop software
IV. Type and typography
V. Prepress workflows
VI. Process of platemaking
VII. Printing papers and equipment
VIII. Printing process
IX. Bindery
X. Employment opportunities in printing technology

METHOD OF PRESENTATION
1. Lecture with use of Powerpoint
2. In-class lab work and assignments
3. Analyzing printed materials, i.e., books, magazines, etc.
4. Problem solving and discussion
5. Field trips

STUDENT OUTCOMES (The student should be able to …)
1. demonstrate knowledge of the history of printing technology.
2. provide an overview of graphic arts software.
3. identify the steps needed to produce a printed piece.
4. identify equipment and terms used in the printing industry.
5. understand current and future trends.

METHOD OF EVALUATION
1. Lab assignments and projects
2. Papers related to industry topic
3. Tests and quizzes

TEXTBOOK
Real World Print Production, Claudia McCue, Peachpit 2007
IDEAlliance Guidelines and Specs 2007