## GENERAL COURSE OUTLINE

### GRA 101

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<th>Course Prefix</th>
<th>Number</th>
<th>Course Title</th>
<th>Lec-Lab</th>
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<tr>
<td>GRA</td>
<td>101</td>
<td>INTRODUCTION TO GRAPHIC ARTS TECHNOLOGY</td>
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### 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
1. History of Printing and Graphic Arts
2. Creating Projects for Printing
3. Basics of Desktop Software
4. Type and Typography
5. Prepress Workflows
6. Process of Platemaking
7. Printing Papers and Equipment
8. Printing Process
9. Bindery
10. 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…)
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.

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

### TEXTBOOK/INSTRUCTIONAL MATERIALS