COURSE DESCRIPTION
Provides essential information needed to estimate, schedule, and project manage a print job. Analyzes cost calculations of various functions within graphic arts industry. Covers workflow, scheduling, and quantity estimation to produce a quality document. Explores CSR (Customer Service Representative) roles in graphic arts workflow.

Prerequisite: GRA101 with a grade of C or better.

TOPICAL OUTLINE
I. Functions of the Estimator
II. Learning the Cost and Production Time of a Printed Job
III. Learning to Project Manage a Print Job
IV. Developing Hourly Rate for Different Stages of the Printing Process
V. Factoring in Other Printing Related Costs
VI. Understanding Press Layouts
VII. Calculating Ink and Paper Overruns

METHOD OF PRESENTATION
1. Lecture with use of computer overhead
2. In-class work
3. Problem solving and discussion

STUDENT OUTCOMES: (The student should…)
1. understand the function of the estimator.
2. understand procedures of estimating and quoting work.
3. produce production standards and job ticket information.
4. provide cost information to assess price and profit.
5. identify and create job specifications supporting estimating costs.
6. understand the functions of CSR roles and scheduling.

METHOD OF EVALUATION
1. Assignments
2. Tests and quizzes
3. Projects and Presentations

TEXTBOOK/INSTRUCTIONAL MATERIALS


PREPARED BY: Patricia Bruner, cOORDINATOR
Dated: Fall 2011