VARIABLE DATA TECHNOLOGIES

Course Prefix: GRA  
Course Number: 231

COURSE DESCRIPTION
Covers selected topics utilizing digital print technologies. Studies variable data applications, data management and cross media web-to-print solutions for the graphic arts industry. Includes aspects of personalized and customized data and marketing through text and images for print, web, email and phone delivery. Covers application training and utilization through output and trends, VDP procedures and languages, postal specifications and bindery needs.

Prerequisite: GRA229 with a grade of C or better or consent of program coordinator.

TOPICAL OUTLINE
I. Understanding Uses of Digital Print for Variable Data Printing (VDP)
II. Understand Digital Press Technologies, Paper and Ink
III. Understand Cross Media Marketing/Personalization and Customization
IV. Understand the Uses of Database Management, Postal Regulations and Binding and How that Relates to VDP.
V. Overview of Trends with Variable Data Technologies

METHODS OF PRESENTATION
1. PowerPoint lecture
2. In-class lab work
3. Problem solving and discussion
4. Field Trip

STUDENT OUTCOMES: (The student should...)
1. demonstrate knowledge of digital print technologies and use of paper and ink.
2. understand the differences between digital press technologies and uses in the market place.
3. understand how personalization is effective and how to link data with different cross media.
4. demonstrate knowledge of database uses, postal and bindery requirements for print.
5. understand trends and the developing markets utilizing variable data print technologies.

METHODS OF EVALUATION
1. Lab assignments
2. VDP projects
3. Quizzes and exams

TEXTBOOKS/INSTRUCTIONAL MATERIALS
No Text Required

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