



Course Syllabus and Guidelines – Spring Semester, 2009

CLASSROOM/WEB ENHANCED CLASS: Start Date: 01/23/2009 • End Date: 05/15/2009.

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Office Hours: By appointment.

West Loop Room 139A for appointment email.

Digital Communication Department web site: <http://swc2.hccs.edu/digicom>

Telephone: 713-718-7864

Office Hours: By appointment. For appointment email.

Graphic Technology Web site: <http://graphics.tech.uh.edu/>

In order to access the Web Lecture portion of this class you must log into the U of H Web CT site at: <http://www.uh.edu/webct/> and select the WebCTVista log-in.

You also have a protected grade sheet that reflects your current grade and the assignments that you have submitted. You will find this grade sheet at: <http://www.mygradebook.com>.

Grade Sheet ClassWord: **GRTC2350Spring09** (Please note that this classword is case sensitive)

Grade Sheet Password: **Last four digits of your Peoplesoft ID (the seven-digit number on your student ID).**

Course Description and Goals

This course is designed to provide students with an introduction to printing and associated processes and to familiarize students with the theory and practice of single and multiple-color prepress theory and techniques. Students will do an in-depth study of the steps involved in the prepress and printing process. They will examine theory and techniques for pre-press preparation using industry standard software for final file output. Topics include the procedures and problems involved in computer file preparation ranging from trapping, color separations, and resolutions to printing basics and service bureaus.

Students completing the course will:

- ♣ Understand job engineering as it applies to the production of graphic products
- ♣ Become familiar with the history of graphic communications and its impact on society
- ♣ Know the characteristics and uses of the major graphic reproduction processes and finishing operations
- ♣ Be familiar with the manufacturing processes and characteristics of paper and ink
- ♣ Be familiar with the materials used in prepress operations
- ♣ Be familiar with quality control issues and processes in graphic communications production
- ♣ Be familiar with printing industry standards
- ♣ Be aware of legal and ethical ramifications of printing
- ♣ Be familiar with Houston-area production facilities engaged in various aspects of graphic communications production.

Textbooks and Materials

Most of the reading assignments for this class will be posted on the Web site. You will also need some form of removable media to back up your work in class. You should bring the back-up media to every class. You are responsible for creating back-up files of all of your work.

Textbooks:

Getting it Printed: Kenly, E., and Beach, M. **Publisher:** HOW Design Books. ISBN 1-58180-577-2 (±\$21.77 on amazon.com) **REQUIRED**

Pocket Pal: A Graphic Arts Production Handbook (Paperback) by [Michael H. Bruno](#) (Editor) **Publisher:** Graphic Arts Technical Foundation; 18th edition (October 1, 2000) **ISBN:** 0883623382 (Required) **NOTE:** You may purchase the Pocket Pal when we tour the Museum of Printing History. The student cost is \$20.00.



Materials: In addition to the textbooks you will need the following materials: A three ring binder to keep assignments and handout materials; Proportional Scale; Stainless steel ruler graduated in both inches and picas; non reproducing blue pencil; ream of letter size laser paper and a portable memory storage unit or rewritable CD.



In addition, there are a series of streaming tutorials from Lynda.com that cover some of the advanced topics of this class. You will receive information on how to subscribe to these tutorials on our class Web site.

This set of five tutorials include: Acrobat 9 Pro Getting Started, Bridge and Version Cue CS3 Essential Training, Color Management Essential Training, InDesign CS3 Prepress Essentials and Font Management.

- Understand color theory and its application to color printing.
- Prepare and output simple multi-color pages using page layout programs.
- Be able to use and explain printing process guidelines including SWOP, SNAP, GRACo1 and FIRST.

Course/Lab Policies

Class Withdrawal: The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. If you do not withdraw be-

fore the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F"). **The final withdrawal deadline for regular term and second start classes is April 7, 2009 at 5:00 pm.**

Plagiarism and Scholastic Dishonesty: A. definition of plagiarism as it relates to digital imaging: to pass off (the ideas of another) as ones own: use without crediting the source: present as new and original an idea derived from an existing source.

Assignments

No make-up tests or extended deadlines will be given unless special arrangements have been made with the instructor **in advance**.

A major part of this class is attending the field trips and reporting on what you observe. These reports are due at the beginning of the class following the field trip.

Attendance

Any student who does not submit an assignment or attend class for more than two consecutive weeks in the semester may be withdrawn from the course at the option of the instructor. Remember that this class only meets once a week, so the class is the equivalent of two normal classes. The student is responsible for keeping track of his or her attendance. If you have a problem please discuss the problem **IMMEDIATELY** with the instructor. Don't wait until it has become an insurmountable problem. Most problems can be dealt with much more easily in their early stages.

Please try to be prompt in making it to class on time. Any student who is more than fifteen minutes late for class will only receive one-half attendance credit for that class. If you are more than one hour late, you will not receive any credit for the class. This class also emphasizes the importance of turning in your work as scheduled. I understand that there are times when "bad things happen to good people" but it is important that you plan for possible problems. If you wait until the last minute to complete an assignment, I can almost promise you that something will happen that you did not think would happen. Not only should you have a "plan B" in case of problems, but also, you should anticipate that you might have to use it. However, please keep in mind that it is better to complete an assignment late than not to complete it at all. If you turn in an assignment late, there will be points deducted from the assignment because it is late, however, you will still receive some points instead of no points which is what you will get if you don't submit the assignment.

When you submit late assignments, 25 percent will be deducted from your score for that assignment for assignments that are one week past due; and 50 percent will be deducted for assignments that are two weeks past due and 75 percent will be deducted for assignments that are three weeks past the due date. No credit will be given for assignments that are turned in more than four weeks past the due date. Remember, that this policy is in place regardless of the reason for the late assignment. The only exceptions to this policy are extreme family crisis or severe illness or accident that continues for more than one week. If you think that this might apply in your case you must submit a request to the instructor in writing with documentation supporting your request. All decisions are at the discretion of the instructor. This exception will *not* apply to short-term illness, broken computers or any other delays that could have been considered and planned for as discussed above. Remember a portion of your grade is based on your ability to solve the day-to-day problems that we all face. It would not be fair to the many students who have faced and solved these problems, to allow students to ignore the deadlines. If this policy seems harsh, let me assure you it is not. As college students you should consider yourselves adults with a responsibility to complete your work on schedule. This is an important skill that will serve you well in future employment.

Grading

Your grades will be based on participation, completion of the assignment projects in a timely manner, quizzes and a final project. The projects must be completed to the satisfaction of the instructor. If they are not, then you will have an opportunity to resubmit as long as it is within the time allotted for that assignment. In the case of assignments that require you to post information to the Discussion Board, if not otherwise instructed, you must post at least seventy-five words to receive credit. (That is approximately the size of this paragraph.) On your final project there will be a grading matrix provided so you can do a self-evaluation before submitting your work.

Grading:	Item	Total
	Exercises	200
	Midterm Examination	200
	Final Examination	300
	Field Trip Reports	200
	Attendance	100

Using this criteria, your work will be assigned letter grades, which will be calculated by using the following scale: A= 94-100; A- = 90-93; B+ = 87-89; B = 84-86; B- = 80-83; C+ = 77-79; C = 74-76; C- = 70-73; D+ = 67-69; D = 64-66; D- = 60-63.

Extra Credit: There will also be additional extra credit assignments available during the semester. Membership in the IGAEA UH student's chapter adds two pts to final grade. Attendance at the IGAEA UH meetings adds one pt to final grade per meeting. These extra credit assignments will add to your total points and could make the difference between one letter grade and another.

You can obtain information regarding your grade at any time by going to your personal secure grade sheet on the web at: <http://www.mygradebook.com> and selecting single class. Your class word will be GRTC3350Spring09 (Please note that this classword is case sensitive) and the password is the last four digits of your Peoplesoft ID number. This is a secure site. Do not share your password with others. It is your responsibility to check your grade sheet and the discussion board for instructor responses on a weekly basis.

Important Dates to Remember

January 26	Our Class Begins.
February 2	Official Reporting Day. (Students will be withdrawn who have not participated in class.) Last day to drop a course without hours counting toward the enrollment cap for Texas residents.
March 16-20	Spring Break
April 7	Last Day to drop a course or withdraw with a "W" 5:00 p.m.
May 4	Last Day of Classes
May 6-14	Final Exam Period.

PROPOSED SCHEDULE OF TOPICS

This schedule is a **guideline only** and may be altered at any time at the instructor's discretion.

Week 1: (1/23) Orientation, Printing History and Workflow

Student Profile sheets, and introductions, Discuss course procedures, policies, textbooks, supplies and course requirements,

Exercise 1A: Write at least a 200-word essay on you and what you expect to learn in this class. Include background information on yourself, and your life, any experience you may have had in the graphics field and other experiences in your life (jobs, family, education, etc. that you think would be interesting to your fellow students) Spell and grammar check, Post this essay to the class Web site.

Exercise 1B: Read the essays posted by the other members of the class and reply to at least three of them.

Week 2: (2/2) Museum of Printing History

We will be going to the Museum of Printing History, where we will have an opportunity to different printing presses and see a film on the way the printing process developed. I would suggest that you meet at West Loop and carpool together.

Reading Week 2: Read the links posted on the class website.

Exercise 2: Write a Report on the Museum of Printing History Field Trip

1. Where, when, and who;
2. What we saw:
3. Why: and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 3: (2/9) Overview of Printing Processes.

Discussion of Flexography, Ink jet Printing, Large Format Printers/Proofers, Intaglio Printing Processes, Printing Processes: Advances in Technology, Screen Printing (Serigraphy), Sheetfed Offset Lithography, Variable Data Printing and Xerographic Printing.

Reading Week 3: Kenly and Beach, chapters 1, 3, 4, and 7

Week 4: (2/16) Premedia and Prepress.

We will be looking at the pre-media process, also called “Cross Media Publishing or CMP; Creative Services performed by a graphic designer inside or outside of an advertising agency; Photography; Color Services; Production; Ad Management; Facilities Management; Digital workflow; Database management; Prepress; Job Description File (JDF); Pre-flighting; Trapping; Page Imposition; Creation of PostScript Print File; Transmittal of the file to the output device; Raster Image Processing (RIPing); Proofing; Output to Plate or Press.

Reading Week 4: Kenly and Beach, chapters 3, 4.

Exercise 3: Write a two page, double-spaced report discussing the various methods for printing. This should include a comparison of all of the printing processes we discussed in Lesson 3.

Week 5: (2/23) Lithography and Quality.

Lithography: How it works; Introduction of Photography; Addition of Offset; Evolution of the lithographic plate; offset printing workflow; Components of a press, types and features; Quality expectations and measurement;

Reading Week 5: Kenly and Beach, chapter 7.

Week 6: (3/2) Field trip to R. R. Donneley Printing Plant.

Order Entry; Preflighting; Prepress; Presses, both sheet and Webfed; Bindery; Finishing; Distribution and Picking.

Exercise 4: Write a Report on the Field Trip

1. Where, when, and who;
2. What we saw:
3. Why; and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 7: (3/9) Screen, Relief, Intaglio & Thermographic Printing.

Screen Printing; Relief Printing; Intaglio Process (Gravure, Engraving and Pad Printing); Thermography.

Reading Week 8: Kenly and Beach, chapter 8 class Web site and handouts.

Week 8: (3/15-21) Spring Break

The University will be closed for this week.

Week 9: (3/23) Mid-Term Exam.

You will take your mid-term exam this week.

Week 10: (3/30) Field Trip to Pointsmith Screen Printing.

A look at the screen printing process done on a large scale.

Exercise 5: Write a Report on the Museum of Printing History Field Trip

1. Where, when, and who;
2. What we saw:
3. Why: and
4. How the trip impacted me.

There is an outline of the field trip report available on the class website. The document is called Field Trip Outline. Use it!

Use the APA stylebook as a reference. Reports will be evaluated based upon content and English usage. A document on the website entitled Field Trip Evaluation Form describes how these reports will be graded.

Field trip reports are due at the beginning of the class session following the field trip.

Week 11: (4/6) Digital Printing, optical disc and Web publishing.

Digital Printing Processes (Xerography and Inkjet) CD/DVD manufacturing process; Publishing to the Web.

Reading Week 8: Kenly and Beach, chapter 8, class Web site and handouts.

Week 12: (4/13) Field trip to Disc, Inc and Digital Printing.

We will try to go to two different companies to see discs being created and a digital Printing plant.

Week 13: (5/4) Finishing, Binding and Paper

A look at what is involved in finishing and binding the final product. Paper company representatives will present the many options available in paper.

Week 16: (5/11) The Final Exam

We will have our final exam at the regularly scheduled class time.

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Student Information

Course: GRTC 3350 Graphic Materials and Processes

Semester: Spring Year: 2009

Please complete this form. It will help your instructor become familiar with your background and course goals and assist the Graphic Technology Department in designing courses to meet the individual student's needs. Of course, this data will remain confidential.

Name: _____
First Name M.I. Last Name Nickname (If used)

Peoplesoft # _____

Address: _____
Street City State Zip

Home Phone: _____ Work Phone: _____

Email address (Please print clearly): _____ @ _____

Employer _____

Job Title/Description: _____

What other Computer/Graphic Arts courses have you taken and where?

Have you used computers? _____ If so, what kind? _____

What graphics/desktop publishing programs do you know? _____

Do you have a background in typesetting, graphic design, commercial or fine art, printing, architecture, drafting or any form of computer graphics? _____ If so, please elaborate:

Please rate your skills in the following programs with 1 being novice and 5 expert:

Photoshop _____ Illustrator _____ InDesign _____ Acrobat _____

SEE OTHER SIDE

Acknowledgment of Syllabus and Release of Work Produced

To receive credit for attendance, Please fill in this information and return this page to the instructor before leaving your first class.

Student Name: _____

Student Peoplesoft ID Number: _____

Student email address: (Please Print Clearly) _____

An agreement between The University of Houston and this student to use work produced by this student during the course of class activities.

The student agrees to allow The University of Houston to use works created in this class in the following ways:

1. Gallery Shows.
2. On-line web sites sponsored by The University of Houston.
3. In printed materials produced by the The University of Houston.
4. Other materials used to promote the University and/or its programs.

The University of Houston agrees:

1. The student's work will not be sold or offered for sale without prior permission of the student.
2. Ownership of the works remains with the student.
3. The work will not be altered in any way except to optimize for display or for publication.
4. The student will receive credit for their work when it is used as described.

I have read, understand, and agree to abide by the policies of The University of Houston and the contents of the course syllabus. I have had the attendance policies explained to me and understand that I am responsible for keeping track of my absences and that I may be withdrawn from this class if I exceed the limits, **regardless of reason**. I further agree to the above terms of use for any work created as a part of this class.

Student Signature: _____ Date: _____