

**COLLEGE OF TECHNOLOGY**  
**INFORMATION & LOGISTICS TECHNOLOGY**  
**GRAPHIC COMMUNICATIONS TECHNOLOGY SPECIALIZATION**

*Course Syllabus — subject to change with notice*

**GRTC 4372: COSTING IN GRAPHIC  
COMMUNICATIONS**

Fall 2009

Professor: Dr. Jerry Waite  
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Course Location: 207-T2 (section #29910)

Course Day/Time: T: 5:30–8:30 PM

Office Hours: MW: 8:00–8:30 am; T: 3:00–4:30 or by appointment

Course Description: Principles and techniques of cost estimating for graphic communications production.

Pre-/corequisite: GRTC 3351, 3352

Credit: 3 semester hours

Course Goals: This course provides the student with the opportunity to learn how to determine which materials and manufacturing processes are required to produce jobs of printing and calculate the costs for those materials and processes.

Students completing the course will:

1. *be able to calculate paper size and cost.*
2. *be able to use standard, metric, and printers' measurement systems in estimating processes.*
3. *know how to determine the correct amount of materials needed for printing jobs.*
4. *be able to assign costs to printing materials.*
5. *know how to calculate budgeted hourly rates.*
6. *know how to use and develop production standards.*
7. *be able to predict the production time required to produce each operation in the*

- production of digital media for print and graphic communication.*
8. *know that a particular job's cost can change depending upon materials, equipment, and processes chosen for that job.*
  9. *know how to apply mark-up and profit ratios to estimated costs.*
  10. *be familiar with applicable terminology.*
  11. *be familiar with the role of the computer in estimating procedures.*

Required textbook: Ruggles, Philip K., and Polanco, Joe. *Printing Estimating: Costing and Pricing Print and Digital Media*. 5th ed. Sewickley, PA: PIA/GATF Press 2008 (ISBN 0-88362-6621-7; 978-0-88362-621-4). **THIS BOOK IS ESSENTIAL**, but expensive. Buy it online.

Required textbook: Clampitt paper price catalog (furnished by professor).

Cost studies: National Association for Printing Leadership. *Budgeted Hourly Cost Studies for Printing Operations Up to 20 Employees and Budgeted Hourly Cost Studies for Sheeted Press Operations*.

PDF Files: Several handouts for the course will only be supplied in Adobe Acrobat Portable Document Format. These files can be read on any Windows, Mac, or Unix computer providing you have the correct Acrobat Reader Software. Acrobat Reader is available free of charge from the Adobe Website ([www.adobe.com](http://www.adobe.com)). You can read the files on-screen or print the files on your own printer. However, you may not print them using the Lab's printers (we don't have the budget for all the paper and toner it would take). The PDF files for this course can be downloaded from the <http://graphics.tech.uh.edu> server from any computer using your web browser.

<i>Weekly Lecture Sch:</i>	<i>Day</i>	<i>Ruggles</i>	<i>PDF</i>	<i>Topic</i>	<i>Test</i>	<i>Inst</i>
	8/25	App'x G Ch 1		Orientation, terms, scope and function of Printing Estimating		I 11–16
	9/1	Ch 4	MetPaper.pdf	Paper planning and imposition	☞	I 17–27
	9/8	Ch 4		Paper planning and imposition	☞	I 28–35
	9/15	Ch 4	Costques.pdf	Understanding Paper (Guest Speaker: Ms. Mandy McGlothlin, Clampitt Paper) (Dr. Waite out-of-town)	☞	I 36–44
	9/22			Measurement systems & copyfitting	☞	I 45–55
	9/29	Ch 4		Estimating materials: paper	☞	II 2–9
	10/6			Estimating materials: prepress	☞	II 10–17
	10/13	1, 4, App'x G	Costques.pdf	MIDTERM EXAMINATION	☞	

<i>Week</i>	<i>Ruggles</i>	<i>PDF</i>	<i>Topic</i>	<i>Test</i>	<i>Inst</i>
10/20	Ch. 5		Estimating materials: press and buyouts	✍	II 18–24
10/27	Ch. 2	NAPL CDs	Estimating labor: budgeted hour rates	✍	III 2–12
11/3	Ch. 6		Estimating labor: digital prepress	✍	III 13–24
11/10	Ch. 7	Keif paper.	Estimating labor: digital media	✍	
11/17	Ch. 8		Estimating labor: sheetfed offset	✍	III 25–31
11/24	9 1		Estimating labor: postpress Pricing & Profit	✍	III 32–45 IV 1–6
12/1		Estionweb.pdf	Complete estimates	✍	
12/15	12–2, 4–9	Costques.pdf	FINAL EXAMINATION DUE at 5:00 PM	✍	

On-Line Quizzes: There will be weekly quizzes on Blackboard. These quizzes are open notes/open book and may be taken at your leisure during the week each quiz is available. They will form the basis of the midterm, although questions not appearing in the quizzes may be used in the exam.

Exams: There will be two exams given—a face-to-face midterm and a take-home final. The midterm will cover all lecture material covered up to the exam. The final will cover all material covered in the course—in an applied format. The midterm exam will NOT be open book or notes. However, students may use any resources they'd like during the take-home final exam.

Attendance: Attendance at all class sessions is expected. There will be a grade penalty for **all** absences. In other words, **there is no such thing as an excused absence. Be on time for lectures!** You may have to adjust your lifestyle leave home or work early to be on time for class—you might even find a parking spot! You may only miss three class sessions. You may be dropped after the fourth absence. Look at it this way: there is no way to make up any lecture that you miss. Notes from friends are no substitute for actually being present in class when Dr. Waite explains a concept or process. Here's another thought: you and the taxpayers of the State of Texas are paying Dr. Waite to be present in the GRTC 4372 class. **Why pay money for something you don't take?** Another notion: class minutes are like cell-phone minutes: if you don't use them, you lose them.

Grading:	<b>Item</b>	<b>Percent of grade</b>
	Attendance. . . . .	10%
	Exams (2 @ 20% each) . . . . .	40%
	Weekly quizzes . . . . .	50%

Grading assignment:	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

Grade expectations: Dr. Waite expects students in the course to be capable and motivated professionals. No such student should be content with a grade less than "B." Please provide the attention, motivation and effort necessary to reach this grade expectation.

Test/exam policy: Weekly on-line quizzes and the final exam are open-notes and open-books. The midterm exam is closed-notes, closed books. The midterm exam will be allotted the entire class session. The final exam is take-home. So, students may take as long as they want to complete it. Missed quizzes and exams cannot be "made-up." If a student is aware that s/he cannot be present for an exam, arrangements must be made with Dr. Waite to take the exam early. No student may begin taking an exam after the first person has completed it.

Due date policy: Late work is "yesterday's news." In keeping with this idea, assignments must be turned in as scheduled. Please see the class schedule for specific due dates. Late work will receive a grade penalty of 10% per class session. If you cannot attend class on a day that an assignment is due, you must make arrangements to get the work to Dr. Waite no later than the next business day.

Text readings: Please read the text assignment for a given day before coming to class. In this way, you will better understand the lecture.

Adds/drops: Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures must be followed to the letter.

Incompletes: An "incomplete" grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond the control of the student, complete one or more major assignment. If a student wishes an "incomplete" grade, s/he must explain the situation to Dr. Waite in advance and make specific arrangements to make up missing work no later than one year after the "incomplete" is issued.

- FAX: The college will not accept assignments that are faxed to the office. There is no use trying.
- Americans with Disabilities Act: Any student who may be in need of additional help under the ADA guidelines should contact Dr. Waite personally and as soon as possible.
- Extra Credit: **Overall course extra credit** may be earned through participation in the University of Houston chapter of the International Graphic Arts Education Association (IGAEAUH). Students who *join* IGAEAUH *and* attend a minimum of three association meetings will earn three points extra credit on their final grades. IGAEAUH *officers* will receive five points of extra credit on their final grades.
- Should the IGAEAUH not meet during the semester, Dr. Waite will assign alternative course extra credit assignments.
- Exam extra credit: Students may earn up to 3% extra credit on each **exam** by demonstrating Cougar Pride by wearing an article of Cougar clothing.
- Important Information: As a student of the University of Houston, information available at [http://www.uh.edu/provost/stu/stu\\_syllabsuppl.html](http://www.uh.edu/provost/stu/stu_syllabsuppl.html) will be critical to you in insuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website with regard to: The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; and Other Information.