

# Course Abstract

*If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.*

*To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.*

## **Course ID and Name: AGD/214 Print Production**

### **Department: Visual, Performing and Media Arts**

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### **Prerequisites: All MAD courses and AGD 219**

### **Co-requisites:**

### **Course Description:**

Students learn the steps to produce mechanicals for print applications. The history of printing and conventional as well as digital printing processes, are explored. Production problems such as screens, ink limits, proofing and cost control are addressed. Pre-press workflow is covered including: color systems, file formats, image resolution, separations, trapping, paper selection and preflighting. Emphasis is on producing trouble-free files for commercial print. Students submit a complete portfolio of work at the end of the semester

### **General Education Status: N/A**

#### **Credits:**

3

#### **Lecture Hours:**

2

#### **Lab Hours:**

3

### **Learning Outcomes:**

1. Demonstrate familiarity with the history of printing methods, both fine art and commercial, from ancient China to current practices.

2. Describe how the various traditional and contemporary commercial printing processes differ and the suitability of each for various commercial uses.
3. Solve typical production problems and demonstrate knowledge of pre-press and workflow issues.
4. Estimate rough comparable job costs for various types of print jobs on various current printing systems.
5. Create a professional quality portfolio of related material including, as appropriate, actual printed materials.

### **Course Content Areas:**

#### **Survey and Review**

Students demonstrate an understanding of the introduction to and basics of print procedures and terminology as used in the industry.

#### **History of Print**

Discussion of the background of the print production process and application.

#### **Demonstration**

Students demonstrate knowledge of the production basics and symbols by means of tangible projects and mid-term.

#### **Research**

Research and lectures on preflight procedures. Work must be packaged by the designer before submission to printer.

#### **Advanced Projects**

Students must show knowledge in advanced production projects which demonstrate knowledge of print production topics, including terminology and symbols, various fonts and file management, working with various printing presses, color separation, spot colors, imposition, and paper stock. These aspects of print production is shown through a final written final and an advanced tangible project