



Douglas College

COURSE INFORMATION

A: Division: INSTRUCTIONAL

Date: NOVEMBER, 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course:

Revision of Course NOVEMBER, 1994

Information Form: X

C: PRFU 450

D: DOCUMENT DESIGN AND PRODUCTION II

E:

3

Subject and Course Number	Descriptive Title	Semester Credit						
<p>F: Calendar Description: Students will use page makeup and design software to produce a variety of publications. Emphasis will be on the design function in communications, preparing documents for maximum effect, and editing material for publication. Students will learn print production methods and how to coordinate the needs of the client with the limitations of print.</p>								
<p>Summary of Revisions: (date & section) 94.11 - C,H,M,N,O,P,Q,R 97.11 - A,B,G,H,I,P</p>								
<p>G: Type of instruction: Hrs per week</p> <p>Lecture: 1 hrs Laboratory: 3 hrs Seminar: hrs Clinical Experience: hrs Field Experience: hrs Practicum: hrs Shop: hrs Studio: hrs Student Directed Learning: hrs Other (specify) hrs Total: 4 hrs</p>	<p>H: Course Prerequisites PRFU 350, PRFU 370 OR PERMISSION OF COORDINATOR</p>							
	<p>I: Course Corequisites PRFU 470</p>							
	<p>J: Course for which this Course is a Prerequisite NONE</p>							
	<p>K: Maximum Class Size: 30</p>							
	<table border="1"> <tr> <td>M: Transfer Credit</td> <td>Requested</td> <td></td> </tr> <tr> <td></td> <td>Granted:</td> <td>x</td> </tr> </table>		M: Transfer Credit	Requested			Granted:	x
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	Granted:	x						
<p>L: College Credit Transfer x College Credit Non-Transfer Non-Credit</p>								
<p>Specify Course Equivalents or Unassigned Credit as appropriate: UBC: ARTS 2nd (3) SFU: U Vic: Other: SEE B.C. TRANSFER GUIDE</p>								

Hal Gray
Coordinator
Course Designer(s)

[Signature]
Vice-President
[Signature]
Registrar

[Signature]
Faculty Dean

N. Textbooks and Materials to be Purchased by Students:

No text is required.

O. COURSE OBJECTIVES

Students will work with material supplied by the instructor, other Print Futures students, and external sources to design the appropriate print format for the material, edit the material to fit, and produce the final document (to camera ready). Students will be able to coordinate the printing and distribution of this document.

P. COURSE CONTENT

1. Print Coordination

The student will

- a) examine the stages of preparing a publication to the camera-ready stage, including typeset quality output, layout, paste up, full colour separation, spot colour separation, screens, PMT production, bleeds, overlays and complex registration
- b) analyze various paper weights, styles and sizes
- c) examine PMS and process colour systems
- d) analyze the process of printing documents on a variety of presses, including web and four colour presses
- e) obtain estimates on costs involved in a variety of print jobs
- f) analyze publications at blue line stage for errors, additions, omissions, etc.
- g) analyze print proofs for colour, errors, omissions, corrections
- h) attend press check for colour balance, registration, plate imperfections, etc.

2. Distribution

The student will

- a) analyze the distribution needs of various publications
- b) examine distribution options (Canada Post, private re-mail)
- c) investigate labelling options (data base production)
- d) examine in-house methods of distributing materials

P. COURSE CONTENT - cont'd

3. Design

The student will
(for publication)

- a) analyze design technique for a variety of publications
- b) investigate rates of and accessibility to professional designers
- c) analyze design needs of various clients and organizations

(for graphics)

- d) analyze software for drawing, graphics and presentation
- e) prepare design elements, text specials and graphics in a graphics software environment for import into page makeup software

4. Editing/Writing

The student will

- a) use editing skills to shorten or lengthen external documents to fit a specific format without changing the sense or style of the material
- b) examine external documents for grammatical consistency, spelling and content without changing the sense or style of the material
- c) use writing skills to produce material for fills, captions, headlines and sub heads

5. Page makeup

The student will

- a) examine design techniques for page balance and presentation effectiveness
- b) examine advanced techniques in page makeup software, including:
 - graphics integration and manipulation
 - creating large initial letters
 - placing pull quotes
 - determining justified and unjustified text spacing
 - kerning
 - using non-standard line spacing
 - spacing headlines
 - wrapping text around even and uneven shapes
 - downloading fonts to a printer
 - print to file
 - print thumbnails, crop marks, and reductions
 - produce forms
 - design templates

Q. METHOD OF INSTRUCTION

The course will use a combination of lecture, discussion, hands-on and field trip experiences. Participants will use a variety of source materials to prepare documents.

R. EVALUATION

Publication production (3)	40%
Editing/Writing	10%
Design	20%
Final Exam (in class)	20%
Participation	<u>10%</u>
	100%