![Douglas College logo]

EFFECTIVE: SEPTEMBER 2003
CURRICULUM GUIDELINES

A.	**Division:**	**Instructional**		Effective Date:		September 2003

B.	**Department / Program Area:**	**Language, Literature and Performing Arts / PRINT FUTURES**	Revision	X	New Course

If Revision, Section(s) Revised: F, G to I, M to R

Date of Previous Revision: November 1997
Date of Current Revision: March 3, 2003

C:	**PRFU 450**	**D:** **Document Design and Production II**	**E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits

F: **Calendar Description:** This course provides an opportunity to produce a series of publications suitable for portfolio inclusion. Students will use industry-standard page-layout and graphics software. They will gain a thorough grounding in print production technology and procedures, including how to communicate with other print professionals, estimate costs, and deal with digital output.

G: **Allocation of Contact Hours to Type of Instruction / Learning Settings**

Primary Methods of Instructional Delivery and/or Learning Settings:
Lecture
Laboratory

Number of Contact Hours (per week / semester for each descriptor):
2 hours lecture per week
2 hours laboratory per week

Number of Weeks per Semester: 15 weeks

H: **Course Prerequisites:**
PRFU 350 or permission of the coordinator

I: **Course Corequisites:**
None

J: **Course for which this Course is a Prerequisite:**
None

K: **Maximum Class Size:**
30

L: PLEASE INDICATE**:**

     [ ] Non-Credit

     [ ] College Credit Non-Transfer

     [X] College Credit Transfer: Requested   Granted   X

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives / Learning Outcomes

Students prepare a series of assignments suitable for inclusion in a portfolio. They will develop advanced skills with industry-standard page-layout and graphics software programs, working with material supplied by the instructor, from external sources, or from other Print Futures courses. They will gain a thorough grounding in print production technology and procedures, including how to communicate with other print professionals, estimate costs, and deal with digital output.

N: Course Content

1. Print Coordination

Successful students will:

a) examine the stages of preparing a publication for digital output to service bureaus and learn how to coordinate a project through print production, including full-colour separation, spot-colour separation, halftone screens, bleeds, overlays and complex registration, digital and printers' proofs
b) analyze various paper weights, styles and sizes
c) examine spot 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) assess publications at the blueline (or comparable) stage for errors, additions, omissions, etc.
g) assess print proofs for colour, errors, omissions, corrections
h) go to a professional print shop to view specific production issues, including colour balance, registration, plate imperfections, etc.

2. Design

Successful students will:

a) assess the suitability of design techniques for a variety of publications
b) investigate rates of and accessibility to professional designers
c) analyze design needs of various clients and organizations
d) assess the functionality of software for drawing, graphics and presentation
e) prepare design elements, text specifications, and graphics in a graphics software program for import into page-makeup software

3. Page Makeup

Successful students will:

a) examine and use design techniques for page balance and presentation effectiveness
b) examine and use 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

O: Methods of Instruction

The course will use a combination of lecture, discussion, hands-on, and field-trip experiences.

P: Textbooks and Materials to be Purchased by Students

Texts may include:
Weinmann, Elaine. *QuarkXPress 4 for Windows: Visual QuickStart Guide.* Peachpit Press, 1998.

Software may include:
QuarkXPress
Adobe Photoshop
Adobe Freehand

Q: Means of Assessment

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Assignments (4 to 6)	70%
Lab exercises	5%
Midterm exam	15%
Professionalism (as defined)	10%
	100%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes.

Course Designer(s)

Education Council / Curriculum Committee Representative

Dean / Director

Registrar