

COURSE NAME: GRD123 Media Prep - Production Procedures

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
Corequisite Course(s): No

COURSE DESCRIPTION

Students will acquire the basic skills and understandings of production procedures through lecture, demonstrations, introductory exercises and simulated on-the-job assignments. Students will study earlier methods of Pre-Press production and how the industry changes have evolved to methods used today. A variety of printing process will be introduced and students will learn how the different processes affect the requirements of the printed piece. Time management and how it reflects billing will be emphasized.

LAND ACKNOWLEDGEMENT

Canadore College resides on the traditional territory of the Anishinaabeg and within lands protected by the Robinson Huron Treaty of 1850. This land is occupied by the people of Nipissing First Nation since time immemorial.

PLAR INFORMATION

This course is eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

Upon completion of this course, the student will have reliably demonstrated the ability to:

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| <p>1.0 Define pre-press terms.</p> <ul style="list-style-type: none">1.1 Refer to Glossary of Terms.1.2 Use correct terms in oral and written rationales.1.3 Use correct terms when critiquing work. <p>2.0 Identify the structure of existing printed matter.</p> <ul style="list-style-type: none">2.1 Describe posters, brochures, letterheads, flyers, business cards etc., in pre-press terms.2.2 Determine what printing methods were used on printed material.2.3 Determine what finishing techniques were used on printed material. <p>3.0 Describe the essential steps that are required to execute a printed piece.</p> <ul style="list-style-type: none">3.1 What is the workflow of a print project?3.2 Who is involved in a project?3.3 Create and use a time sheet to keep track of billing time.3.4 Cost out a basic print project.3.5 Understand what CMYK colour is and when to use it. | <ul style="list-style-type: none">3.6 Understand what Spot colour is and when to use it. <p>4.0 Perform the basic pre-press tasks and apply typographic skills to complete a document for printing.</p> <ul style="list-style-type: none">4.1 Create a Business Forms.4.2 Created 2-sided document.4.3 Keep track of time & material.4.4 Get an online quote.4.5 Convert printed form to Interactive PDF. <p>5.0 Manage linked files, fonts and packaging print project.</p> <ul style="list-style-type: none">5.1 What are linked files?5.2 What format are they?5.3 Where should they be located?5.4 What fonts can be used?5.5 What is packaging a print project?5.6 How to correctly package and submit work? <p>6.0 Accurately identify a variety of printing processes.</p> <ul style="list-style-type: none">6.1 Review history of Printing.6.2 Introduce printing processes used today. |
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- 6.3 Understand the differences and choosing the correct process for project.
- 6.4 Introduce finishing techniques.
- 6.5 Determine when to use a finishing technique on a project.
- 6.6 Understand the workflow and steps of each of the printing processes and finishing techniques.
- 7.0 Apply communication skills and knowledge to create effective visual communications.
 - 7.1 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
 - 7.2 Identify problems and solutions per project.
 - 7.3 Create a final product reflect the client's original intent.
 - 7.4 Rework layout as needed.
 - 7.5 Allow for extra time, for critiquing and revising.
 - 7.6 Clearly communicate the process.
 - 7.7 Correctly write design rationales as per GDC and RGD standards.
 - 7.8 Effectively present design work to class, clients, staff and faculty using presentation software.
 - 7.9 Create professional quality Portfolio Boards for Print and Online media of final Designs for final portfolios, presentations, contest and exams.
- 8.0 Apply effective business practices* and project management skills appropriate to his/her position in the graphic design field.
 - 8.1 Use a variety of thinking skills to anticipate and solve problems.
 - 8.2 Locate, select, organize and document information using appropriate technology and information systems.
 - 8.3 Analyse, evaluate, and apply relevant information from a variety of sources.
 - 8.4 Use D2L, Drop Box and College email accurately to locate, submit and communicate with clients, staff, and faculty.
 - 8.5 Display Professional conduct as would be expected in the Workplace.
- 9.0 Manage the use of time and other resources to complete projects.
 - 9.1 Research, create and record printed and digital time sheets.
 - 9.2 Estimated time of a printing job.
 - 9.3 Get printing Quotes.
 - 9.4 Assemble project brief, brainstorm, concepts, final designs, mockups and rationales in a Process Book.
- 10.0 Explore new and upcoming technologies and trends in printing, prepress, design and layout, including:
 - 10.1 Current and Upcoming Trends
 - 10.2 New Technologies

GENERAL EDUCATION

This is not a General Education course.

PROGRAM OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Graphic Design

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging

technologies.

5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.
7. Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
8. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
3. Execute mathematical operations accurately.
4. Apply a systematic approach to solve problems.
5. Use a variety of thinking skills to anticipate and solve problems.
6. Locate, select, organize, and document information using appropriate technology and information systems.
7. Analyse, evaluate, and apply relevant information from a variety of sources.
8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
10. Manage the use of time and other resources to complete projects.
11. Take responsibility for one's own actions, decisions, and consequences.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

There are no external accreditations or conditions identified for this course.

COURSE EVALUATION

Evaluation Item	Weight
Professionalism	5
In Class Work	35
Major Assignment #1	20
Major Assignment #2	20
Major Assignment #3	20

COURSE PASS GRADE

50

GRADING SYSTEM

A+:	90-100%	B+:	77-79%	C+:	65-69%	D:	50-54%	S - Satisfactory
A:	85-89%	B:	73-76%	C:	60-64%	F:	0-49%	I - Incomplete
A-:	80-84%	B-:	70-72%	D+:	55-59%			F- Repeat Course, included in GPA
								FS- Failure Supplemental
								FR- Repeat course, excluded from GPA

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Course Textbooks:

Title:

Author:

Publisher:

Edition:

Print ISBN:

eBook ISBN:

Required:

NoteBook computer and Adobe Creative Cloud software Subscription and Internet access (supplied while on campus).

Note: It is the responsibility of the student to ensure the software versions match exactly to what is available at the College and that all digital files are compatible for marking. The college will update software only once per academic year.

Drawing tablet, Portfolio Kit Supplies.

Books, magazines, and online resource for most major assignments.

Book, magazine titles, issues and online links will be recorded on final assignments.

Collect reference and samples for your personal resource file.

Recommended:

iPad and Creative Apps

DSLR Camera

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

Technology requirements - <https://www.canadorecollege.ca/BYOD>

The Harris Learning Library's staff can help you find resources to support your learning - www.eclibrary.ca

LEARNING ACTIVITIES

In Class exercises and Take Home projects

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including In-Person, Remote (synchronous and/or asynchronous), hybrid, or Hyflex, as per accreditation and/or regulatory standards where appropriate. This information is identified on the course schedule (student and faculty).

RECORDING GUIDELINES

This class may be recorded by faculty of the College. Faculty will inform students when recording of the class commences and ceases. 'Recorded' means that the audio-visual and chat portions of the class will be recorded and then be stored on the College or vendor provider server. They will be made available to students, but only for the express and sole use of those registered in this course. If you have any questions or concerns about this recording, please contact your instructor or the College's privacy officer at privacy.officer@canadorecollege.ca. Full recording guidelines can be found at: <https://cdn.agilitycms.com/canadore-college/academic-centre-of-excellence/Canadore%20Recording%20Guidelines.pdf>

EXPERIENTIAL LEARNING

All full-time programs of study at Canadore College strive to provide students with the opportunity for experiential learning. This course provides students with an experiential learning opportunity through:

Formal Course Projects (EL)

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website: <https://www.canadorecollege.ca/about/policies>.

COLLEGE POLICIES

- Protecting human rights in support of a respectful college community

For college policies please see: <http://www.canadorecollege.ca/about-us/college-policies>.

Accessibility Learning Services for Students with Disabilities - Student Success Services

Student Success Services provides comprehensive support to students. We aim to ensure that all students have equal access to educational opportunities and can succeed in their academic journey. Our services focus on reducing and eliminating barriers related to education through individualized accommodations and support. If you are a student with a disability, we encourage you to register with Accessible Learning by completing the Student Success – Accessible Learning Services Form (https://canadorecollege-accommodate.symphlicity.com/public_accommodation/).

For more detailed information about the services offered, please visit our webpage: Student Success Services - (<https://www.canadorecollege.ca/support/student-success-services>). To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring
- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills
- Learning Resource Centre

Drop by our offices at C254 College Drive, W103 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

WAIVER OF RESPONSIBILITY

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

HISTORICAL COURSE OUTLINES

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.

ADDITIONAL DISCLAIMER NOTE

All assignments are due upon deadline. All assignments MUST be submitted through iLearn to their respective course and dropbox. MAKE SURE TO VIEW ALL DEADLINES ON iLearn. Students are responsible for informing

faculty of special circumstances and negotiate arrangements for alternative dates and/or grade revisions.

Medical documentation may be requested for unexcused or unexplained absences that result in missed assignments, tests and/or exams. All approved late assignment submissions will incur a 10% deduction and may be accepted up to a maximum of 7 days (1 week) late after which time will not be accepted.

Extended deadlines need to be negotiated with each faculty member. Allowance of late submission under the accommodations provision allows for up to a maximum of 7 days.

****ALL assignments due before midterm MUST be in and will not be accepted after midterm. Prior notification of tardiness or absence is always appreciated.**