GRDSN 202

COURSE LEARNING OUTCOMES (CLOs)
1. Scan line art / photographic imagery in correct resolution for 150 lpi halftone screen.
2. Use layers to isolate graphic elements in order to manipulate / change specific elements without effecting other elements of the design.
3. Create composite images that look realistic when merged together.
4. Create typographic, Illustrative and/or photographic imagery on the package design.
5. Adjust the letter spacing and leading of type. The space between the letters and words should be consistent. The letter and line spacing should enhance the theme of the design.
6. Produce keylines and digital artwork for pre-press operations that are correct in order for the package design to reproduce well.
7. Create a duotone raster image using two Pantone Colors.
8. Overlap vector shapes using knockout and overprint attributes for stroke and fill.
9. Convert text to paths / outlines.
10. Find resources to solve any technical problems by using the software help menus, textbooks, online resources and communicating with colleagues.
11. Save files for a service bureau.
12. Create color separations for the design that are correct by printing them out on a laser printer and visually checking color and graphics accuracy.
13. Use a technique called trapping to create a small area of overlap (called a trap) between two adjoining colors.
14. Preflight your document in order to make sure all files are in the correct color space, images are in correct file formats and fonts are included.
15. Maintain a positive attitude when computer issues arise by remaining calm under pressure and in stressful situations.
16. Meet the deadline within stated time parameters by delivering the final comprehensive poster design on time to the client.

Course outline

In this course, students are required to demonstrate the following competencies at an advanced-intermediate level of proficiency:

IX. Scan line art
X. Photographic imagery in correct resolution for 150 lpi halftone screen by...
    A. scanning the client's logo in grayscale with enough resolution to import the logo to a vector based program and creating a template layer to trace over
    B. scanning original rough drawings and converting to vector art using auto trace
    C. scanning line art in grayscale then converting it to a bitmap
    D. importing the logo to a page layout program if provided
    E. purchasing and downloading stock photography in the correct resolution

III. Use layers to isolate graphic elements in order to manipulate / change specific elements without effecting other elements of the design.

IV. Create composite images that look realistic when merged together.

V. Create typographic, Illustrative and/or photographic imagery on the package design that is...
    A. visually kerned and leaded
    B. bezier curves are smooth and precise
    C. photographic imagery is cropped, in proper resolution and non-distorted
    D. set in the correct resolution to print 300dpi.

VI. Adjust the letter spacing and leading of type. The space between the letters and words should be consistent. The letter and line spacing should enhance the theme of the design.

VII. Produce keylines and digital artwork for pre-press operations that are correct in order for the package design to reproduce well by...
    A. indicatting die cuts on artwork to create irregular shapes in paper or paperboard for production of a die
    B. indicating die cut on artwork in red
    C. indicating die cut layer does not print

VIII. Create a duotone raster image using two Pantone Colors.

IX. Overlap vector shapes using knockout and overprint attributes for stroke and fill.

X. Convert text to paths / outlines in order to...
    A. change each letter into a separate graphic object
    B. re-shape the letter / font
    C. fill, create gradients, scale, rotate, flip or transform like any non-type object
    D. allow a user to open or print your document without having to load a particular font

XI. Find resources to solve any technical problems by using the software help menus, textbooks, online resources and communicating with colleagues.

XII.   Save files for a service bureau or printer by...
    A. packaging all page layout files, graphics, and fonts
    B. using logical naming conventions
    C. putting files on the server in the appropriate location

XIII. Create color separations for the design that are correct by printing them out on a laser printer and visually checking color and graphics accuracy.

XIV. Use a technique called trapping to create a small area of overlap (called a trap) between two adjoining colors.

XV. Preflight your document in order to make sure all files are in the correct color space, images are in correct file formats and fonts are included.

XVI. Maintain a positive attitude when computer issues arise by remaining calm under pressure and in stressful situations.

XVII.   Meet the deadline within stated time parameters by delivering the final comprehensive poster design on time to the client.