

## **GRDSN 212**

### **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.
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 or printer. Create color separations for the design that are correct by printing them out on a laser printer and visually checking color and graphics accuracy.
12. Use a technique called trapping to create a small area of overlap (called a trap) between two adjoining colors.
13. 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.
14. Maintain a positive attitude when computer issues arise by remaining calm under pressure and in stressful situations.
15. Meet the deadline within stated time parameters.

### **Course outline**

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

- I. Speed up page layout production by using style sheets, page numbering, layers, and column guides.
- II. Organize all information by using text formatting, style sheets and checking off the list of information to be included in the design layouts
- III. Create typographic, Illustrative and/or photographic imagery on all projects so that...
  - A. display type visually kerned and leaded
  - B. bezier curves are smooth and precise
  - C. photographic imagery is cropped, in proper resolution and non-distorted
  - D. raster images are sampled to the correct resolution.
- IV. Find information to solve any technical problems by using the software help menus, textbooks, online resources and communicating with colleagues.

- V. Prepare an accurate and complete request for quotation form to help a printer better understand the job specifications and to receive comparable prices from various printers (pgs 179-80 Getting It Print).
- VI. Choose standard paper weights and sizes by researching and choosing paper stocks that will be cost effective.
- VII. Create an accurate folding dummy for client submission by:
  - A. precisely measuring folds and margins
  - B. printing a two sided document and folding accurately, or
  - C. adhering one-sided prints together
- VIII. Find resources to solve any technical problems by using the software help menus, textbooks, online resources and communicating with colleagues.
- IX. 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
- X. Create color separations for the design that are correct by printing them out on a laser printer and visually checking color and graphics accuracy.
- XI. If necessary, trap ink colors by setting the thickness, height/width, tint reduction and other options using the Pathfinder Trap dialog box.
- XII. 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.
- XIII. Maintain a positive attitude when computer issues arise by remaining calm under pressure and in stressful situations.
- XIV. Meet the deadline within stated time parameters by delivering the final comprehensive poster design on time to the client.