

Approval Dates:
Division _____
CRC _____
Board of Trustees _____

**MISSION COLLEGE
ASSOCIATE DEGREE CREDIT COURSE OUTLINE**

SECTION I Course Data

COURSE NUMBER

GRART 50

COURSE TITLE

Introduction to Graphic Arts Technology

UNITS

3.0

LECTURE HOURS (PER WEEK)

3.0

LAB HOURS (PER WEEK)

0.0

CREDIT / NO CREDIT OPTION YES NO

MAY THIS COURSE BE REPEATED? YES NO; How many times? _____

RECOMMENDED FOR CREDIT BY EXAMINATION? YES NO

CATALOG COURSE DESCRIPTION

Acceptable for credit: California State University

This course is designed to acquaint the student with the various occupations and phases of Graphic Communications including basic information for making career and education choices. Students will become familiar with historical, current, and potential developments in printing technology, including desktop publishing, with an emphasis on the steps related to producing printed copy. Credit/No Credit Option.

DESCRIPTION FOR THE SCHEDULE OF CLASSES

Preq: recommend eligibility for ENGL 108A. Various occupations and phases of the Graphic Arts Industry. Credit/No Credit Option.

ACCEPTABLE FOR TRANSFER CREDIT:

California State University; Yes No

University of California; Yes No (Check Yes to apply for UC transferability.)

PREREQUISITE

Recommend eligibility for ENGL 108A

COREQUISITE

SECTION II Course content

A. COURSE CONTENT AND SCOPE

1. COURSE OBJECTIVES

Upon completion of this class the student should be able to:

- a. demonstrate knowledge of the history of printing technology.
- b. identify the various components that make up the printing industry.
- c. demonstrate knowledge of how the components of the industry relate to each other
- d. evaluate the importance of each component as it relates to the creation of a quality end product.
- e. demonstrate an understanding of current and future trends that will dictate the direction in which the industry is headed.
- f. identify equipment and materials used in each level of production.
- g. identify equipment and materials used in each level of production.

2. OUTLINE OF TOPICS TO BE ADDRESSED IN THE COURSE

- a. Course orientation and introduction.
- b. History of printing and graphic arts.
- c. Designing for printing.
- d. Type and typography.
- e. Copy preparation.
- f. Camerawork.
- g. Film assembly and platemaking.
- h. Printing.
- i. Color printing.
- j. Bindery.
- k. Special printing techniques.
- l. Printing papers and equipment.
- m. Employment opportunities in printing technology.

B. TITLE V REQUIREMENTS

1. APPROPRIATE READINGS AND TEXTBOOKS

Students will be given reading assignments with the textbook on a regular basis. In addition, periodical articles may be assigned as appropriate (i.e., the future of the printing industry, the competition of the industry, and a career in Graphic Communications).

2. WRITING ASSIGNMENTS, DEMONSTRATION OF ABILITY TO USE SYMBOL SYSTEMS OR DEMONSTRATION OF ABILITY TO APPLY SKILLS LEARNED IN THE COURSE.

See section E: Critical Thinking.

3. APPROPRIATE OUTSIDE ASSIGNMENTS

Students will be expected to perform an average of 4 hours of outside assignments per week. Assignments may include contacting companies and determining the kind of employment positions offered; they will identify equipment, supplies, and methods used in a variety of job positions; they will have an understanding of what the skills are necessary to obtain a particular job in the industry.

4. APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING.

All assignments involve critical thinking and will require students to evaluate trends in the industry historically, currently, and in the future. Students will be called upon to analyze various processes used in the industry and how their use effects the finished publication. They will also analyze professional examples of published materials and identify the techniques used in creating documents. all assignments will be based on real-world problem structures.

5. CULTURAL PLURALISM

Cultural pluralism is encouraged through exposure to the history of the industry which originates in non-Western cultures.

6. METHOD OF INSTRUCTION;

- a. Lecture
- b. Demonstrations
- c. Slide, film, and video materials
- d. Field trips
- e. Guest lecturers
- f. Printed materials, i.e., books, magazines, etc
- g. Outside readings and projects

7. TEXTS AND SUPPLIES

- a. Required text: Pocket Pal by International Paper Co.
- b. Selected reading from trade books and magazines
- c. Miscellaneous supplies, i.e., 3-ring-binder, unlined paper, pens and pencils.

8. STUDENT EVALUATION

Evaluation of students is based on: 1) performance on projects; 2) quizzes; 3) mid-term exam; 4) final exam; 5) attendance; 6) class participation; 7) essay questions.