

**Montgomery College Rockville Campus  
Communication Arts Technologies Department  
Graphic Design Program  
Spring Semester 2012  
Wednesdays, 6:30 – 8:30 pm, TC 239**

**Instructor: Martha Vaughan  
240.567.7521**

**martha.vaughan@montgomerycollege.edu  
<http://www.montgomerycollege.edu/~mvaughan/>  
Office hours: Mondays, 10:00 – 11:00 am  
Tuesdays, 2:00 – 3:00 pm  
Wednesdays, 10:00 – 11:00 am**

**Office located in TC Room 126**

***GD 127—Graphic Design Workflow***

**Objective**

This course is an overview of the print graphics industry. Production of printed material from original copy. Examination of the offset, letterpress gravure, and screen printing processes. Preparation of typography, line and halftone art, color separations, and printing plates. Recent developments in computer- and video-generated graphics.

**Upon completing this course the learner will be able to**

Demonstrate a basic understanding of the commercial printing process.  
Employ terminology used in the printing industry.

**Course Syllabus**

- Unit 1 1/25** *Take home exam 1 given*  
**Planning for results** *Group assignment given*  
**Introduction, Review schedule and assignments, assign textbook**  
**Review Chapter 1, Meet in groups to plan project**
- Unit 2 2/1** *Turn in take home exam 1*  
**Type and Graphics** *Take home exam 2 given*  
**Meet in groups to discuss design**  
**Review Chapter 2**
- Unit 3 2/8** *Turn in take home exam 2*  
**Prepress**  
**InDesign Demo, review notebooks**  
**Review Chapter 3 Meet in groups to discuss Chapter 2 in project**
- Unit 4 2/15** *Take home exam 3 given*  
**Prepress**  
**Finish Chapter 3.**  
**Meet in groups to incorporate Ch 3 into project**
- Unit 5 2/22** *Turn in take home exam 3*  
**Outputting, Proof technology** *Take home exam 4 given*  
**Review Ch 4, Review notebooks**  
**Meet in groups/ch 4**

**Unit 6** 2/29 *Turn in take home exam 4*  
*The Magic of Color* *Take home exam 5 given*  
**Review Chapter 5. Review notebooks.**  
**Meet in groups to discuss color**

**Unit 7** 3/7 *Turn in take home exam 5*  
*Paper and ink* *Take home exam 6 given*  
**Review Chapter 6, meet in groups**  
**Review notebooks**

3/12– 3/17 SPRING BREAK: NO CLASSES

**Unit 8** 3/21 *Turn in take home exam 6*  
*Offset Printing* *Take home exam 7 given*  
**Review Chapter 7**  
**Meet in groups to discuss Chapter 7**  
**Review notebooks.**

**Unit 9** 3/28  
**Field Trip to Commercial Printing Plant**

**Unit 10** 4/4 *Turn in take home exam 7*  
*Other Printing Methods* *Take home exam 8 given*  
**Review Chapter 8, meet in groups**  
**Review notebooks.**

**Unit 11** 4/11 *Turn in take home exam 8*  
*Finishing and Binding* *Take home exam 9 given*  
**Review Chapter 9**

**Unit 12** 4/18 *Turn in take home exam 9*  
*Working with Printers*  
**Review Chapter 10** *Take home exam 10 given*

**Unit 13** 4/25 *Turn in take home exam 10*  
*Soliciting Quotations* **Turn in notebooks**  
*Work on group project*  
*Work on bid for brochures*  
**Presentation of Final Projects**

**Unit 14** 5/2  
**Presentation of Final Projects**  
**Review for final exam**

**Unit 15** 5/9: **Final Exam**

## **GD127 Graphic Design Workflow**

**Montgomery College, Rockville**

**TC Room 239**

**Wednesdays, 6:30 – 8:30 pm**

**Instructor, Martha Vaughan**

**e-mail: [Martha.Vaughan@montgomerycollege.edu](mailto:Martha.Vaughan@montgomerycollege.edu)**

### **CLASS OUTLINE**

This course is an overview of the print graphics industry.

Course activities will include:

1. Weekly lecture based on reading from textbook
2. Periodic take home tests based on reading from textbook
3. Promotional brochure design and production assignment
4. Keeping a notebook
5. Field trip to a professional printer

### **GRADES**

Final course grades will be based on:

Take-home tests       25%

Notebook               25%

Design project       25%

Final Exam           25%

***The learner cannot pass this course if any of these elements are not completed.***

### **ATTENDANCE and PARTICIPATION**

Class attendance is mandatory. More than two absences can cause a lower grade. If absent or late, you are responsible for contacting another student to obtain materials and information you missed.

***Students with more than two absences without an excuse will be dropped from the class.***

**ASSIGNMENTS** must be handed in on assigned dates. Assignments turned in late risk receiving a lower grade.

**TEXT:** Required: "Getting It Printed," 4th Edition by Mark Beach, Ph.D. and Eric Kenley, M.S. Available at [www.barnesandnoble.com](http://www.barnesandnoble.com), [amazon.com](http://amazon.com) and [half.com](http://half.com)

Suggested: Graphic Artists Guild "Pricing And Ethical Guidelines" Thirteenth Edition Available on line at [amazon.com](http://amazon.com) or [gag.org](http://gag.org)

**TAKE-HOME TESTS:** You will be given a take-home test for each chapter in your textbook.

**EXAMS:** There will be a final exam based on material from the text on Wednesday, May 9, 2012, 6:30 pm

### **MATERIALS YOU WILL NEED**

Notebook

Layout and tracing paper

Pencils and markers and other tools you might use for sketches

Access to InDesign, Adobe Illustrator and Photoshop

Textbook listed above

### **COOL WEBSITE WITH FREE STUFF:**

<http://www.na.sappi.com/home>

## **STUDENTS WITH DISABILITIES**

Any student who may need an accommodation due to a disability, please make an appointment to see me during my office hour. A letter from Disability Support Services (R-CB122; G-SA175; or TP-ST120) authorizing your accommodations will be needed. Any student who may need assistance in the event of an emergency evacuation must identify to the Disability Support Services Office; guidelines for emergency evacuations for individuals with disabilities are found at: [www.montgomerycollege.edu/dss/evacprocedures.htm](http://www.montgomerycollege.edu/dss/evacprocedures.htm).

For additional information and guidelines, please refer to the [DSS Faculty/Staff Guide](http://www.montgomerycollege.edu/dss) at [www.montgomerycollege.edu/dss](http://www.montgomerycollege.edu/dss) or contact a DSS counselor at your campus:

R: Joan Gough 240.567.5054  
R: Janet Merrick 240.567.5061  
R: Sue Hassan 240.567.5087  
R: Rose Sachs 240.567.5077

*If you are a veteran or on active or reserve status and you are interested in information regarding opportunities, programs and/or services, please visit the Combat2College website at [www.montgomerycollege.edu/combat2college](http://www.montgomerycollege.edu/combat2college) and/or contact Joanna Starling at 240-567-7103 or [Joanna.starling@montgomerycollege.edu](mailto:Joanna.starling@montgomerycollege.edu).*

## **STANDARDS OF COLLEGE BEHAVIOR**

The following statement appears in College offices and labs to remind students of the behavior standards and process adopted by the College. All full and part-time faculty are strongly encouraged to include the statement in their syllabi.

- A. The College seeks to provide an environment where discussion and expression of all views relevant to the subject matter of the class are recognized as necessary to the educational process.
- B. However, students do not have the right to interfere with the free-dom of the faculty to teach or the rights of other students to learn, nor do they have the right to interfere with the ability of staff to provide services to any student.
- C. Faculty and staff set the standards of behavior that are within the guidelines and spirit of the Student Code of Conduct or other College policies for classrooms, events, offices, and areas, by announcing or posting these standards early in the semester.
- D. If a student behaves disruptively in the classroom, an event, an office, or an area after the instructor or staff member has explained the unacceptability of such conduct and the consequences that will result; the student may be asked to leave that classroom, event, office, or area for the remainder of the day. This does not restrict the student's right to attend other scheduled classes or appointments.
- E. If the student does not leave, the faculty or staff member may request the assistance of Security.
- F. The faculty or staff member and the student are expected to meet to resolve the issue before the next class session.
- G. The Dean of Student Development or designated instructional Dean of Work Force Development and Continuing Education should be informed verbally or via email about any situation that violates the Student Code of Conduct.
- H. If, after a review of the situation and a restatement of the expected behaviors, the student refuses to comply with the stated standards of conduct required, then the faculty or staff member should refer the issue in writing to the dean of student development for action under the Student Code of Conduct.
- I. The faculty or staff member will provide the Dean of Student Development with a written summary of the facts or conduct on which the referral is based, which must include the date, time, place, and a description of the incident.

[http://cms.montgomerycollege.edu/pnp/#Chapter\\_4](http://cms.montgomerycollege.edu/pnp/#Chapter_4)

## ACADEMIC DISHONESTY

The maintenance of the highest standards of intellectual honesty is the concern of every student, faculty and staff member at Montgomery College. The College is committed to imposing appropriate sanctions for breaches of academic honesty. The list below is not all-inclusive of prohibited behavior. Nothing in this section precludes an academic department from issuing supplemental guidelines giving examples of plagiarism or other forms of academic dishonesty and academic misconduct which are pertinent to the subject matter of the class.

**A. Academic Dishonesty or Misconduct can occur in many ways.** Some common forms include:

- A.1 Cheating on assignments or examinations
- A.2 Plagiarizing from written, video, or Internet resources
- A.3 Using tests or other material without permission
- A.4 Forgery
- A.5 Submitting materials that are not the student's own
- A.6 Taking examinations in the place of another student, including assessment tests
- A.7 Assisting others in committing academic dishonesty
- A.8 Failing to use quotation marks for directly quoted material unless using block quotes or other accepted formats.
- A.9 Copying from another student during an examination

**B. Sanctions to be imposed.** Students who engage in any act that the classroom instructor judges to be academic dishonesty or misconduct are subject to the following sanctions:

- B.1 The minimum grade sanction imposed by a faculty member is to award an "F" on the assignment or test in which the dishonesty occurred.
- B.2 The maximum grade sanction is to award an "F" for the course in which the dishonesty occurred.
- B.3 In addition, each faculty member has the prerogative of referring a case to the campus Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education with a specific request that the Dean consider imposing additional sanctions

**C. Case Referrals.** The faculty member will:

Notify the student of the allegation in writing, with a copy forwarded to the Dean of Student Development or the designated Instructional Dean of Work Force Development and Continuing Education.

Include the grade sanction to be imposed, the reasons for it, and the appeals process. It is expected that the instructor will take immediate action.

Send a letter to the student's last address of record via certified mail, return receipt requested, if a student is no longer at the institution.

Hold a conference with the student so that the student can present his/her information, if the charge is contested. The student will inform the faculty member that he or she will contest the charge within five business days after his or her receipt of the letter.

**D. Reporting Process.**

In reporting violations of academic dishonesty to the campus Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education, the faculty member will state in writing the circumstances surrounding the incident, the nature of the evidence collected against the student, the result of the discussion with the student, and the grade sanction to be imposed.

The faculty member will provide the supporting documentation to both the Dean and student.

**E. Appeal.**

A student may appeal the grade or non-grade sanctions imposed by the faculty member and/or Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education to the Vice President/Provost for the Campus or Work Force Development and Continuing Education whichever is applicable.

The appeal will be submitted, in writing, to the Vice President/Provost, within ten business days of the date the student is informed of the imposition of the sanction.

Nonacademic Misconduct. See Student Handbook

## Notebooks

You are required to keep a notebook for this class. This can take the form of a spiral bound notebook or a binder with acetate sleeves. Remember you are a graphic designer and presentation is always important.

Your notebook will be reviewed every week and graded at end of semester. Attach the enclosed sheet inside the front cover of your notebook.

Each week you will collect printed samples of the use of a particular topic covered in the chapter you will be reading. Find one example of each type:

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<b>Unit 1</b> 2/8	Printing Quality	Basic Good Premium Showcase
<b>Unit 2</b> 2/15	Typography	Reverse Overprint Screen tint Rules
<b>Unit 3</b> 2/22	Photography	Duo tone Halftone printed on coated stock Halftone printed on uncoated stock
<b>Unit 4,5</b> 2/29	Corporate brochures	Four examples
<b>Unit 6</b> 3/7	Color	Spot color Process color Warm color Color builds
<b>Unit 7</b> 3/21	Stock	Recycled paper Laid or linen texture paper Dull or matte coated paper Spot varnish
<b>Unit 8,9</b> 4/4	Offset Printing	One sample of offset printing
<b>Unit 10</b> 4/11	Other Printing Techniques	Flexography On-demand printing Thermography
<b>Unit 11</b> 4/18	Finishing and Binding	Die cut Blind embossing Foil stamping Scoring
<b>Unit 12</b> 4/25	Turn in notebooks	

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**GD127 Graphic Design Workflow  
NOTEBOOK SCHEDULE**

Montgomery College, Rockville  
TC Room 239

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Name \_\_\_\_\_

02/08 \_\_\_\_\_

02/15 \_\_\_\_\_

02/22 \_\_\_\_\_

02/29 \_\_\_\_\_

03/07 \_\_\_\_\_

03/21 \_\_\_\_\_

04/04 \_\_\_\_\_

04/11 \_\_\_\_\_

04/18 \_\_\_\_\_

04/25 \_\_\_\_\_