

COURSE OUTLINE

Graphical Production 1

Course Description

ID135. Graphical Production 1. 3 credit hours. This course will enable the student to utilize professional production equipment and software to print/produce, at an intermediate level, a variety of items used for promotion and other uses. The student will learn the processes of transforming digital assets into actual products at an intermediate level. The student will prepare cost analysis and price quotes for production items. The student will develop skills for working in the industry.

Required Materials

For complete material(s) information, refer to <https://bookstore.butlercc.edu>

Butler-Assessed Outcomes

The intention is for the student to be able to do the following:

1. Create ready-for-print assets and designs.
2. Use professional level production equipment at the intermediate level to print and process graphical assets and designs.
3. Utilize proper methods for cost analysis and quoting of work prices.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Technology Skills

- Discipline-specific technology - Through the production print of original graphical creations and compositions, the student will demonstrate intermediate skills in the field of digital imagery.

Major Summative Assessment Task(s)

These Butler-assessed Outcome(s) and Learning PACT skill(s) will be demonstrated by the following:

1. Creating a digital and print based portfolio, using a wide variety of equipment and methods for individuals and the school. that demonstrates intermediate capabilities in design and print based works.

Learning Units

- I. Production design principles
 - A. Formats
 - B. Filenames and filetypes
 - C. Ready-for-print files
 - D. Color theories

- II. Proper design software
 - A. Photoshop
 - B. Illustrator
 - C. InDesign
 - D. Dimension
- III. Layout and design principles
 - A. Effective display
 - B. UX utilization
- IV. Business asset basics
 - A. Business cards
 - B. Letterheads
 - C. Logos
 - D. Notepads and etc.
- V. Silkscreen basics
 - A. Basic t-shirt design and print
 - B. Silkscreened posters
- VI. Die cutter design and basics
 - A. Creating a sticker/decal
 - B. Heat press capable designs
- VII. Heat Press basics
 - A. Hat/shirt design and pressing
 - B. Mug design and pressing
- VIII. Value your time
 - A. Cost analysis
 - B. Proper quotes
- IX. Independent hands-on work time

Learning Activities

Learning activities will be assigned to assist the student in achieving the intended learning outcomes through lectures, class discussions, team research, individual research, readings, viewing tutorials and study material, quizzes, tests and other activities at the discretion of the instructor. These activities may be either face-to-face or online.

Grade Determination

The student will be graded on the learning activities and assessment tasks. Grade determinations may include the following: class participation, projects, team and individual participation, research assignments, quizzes, tests and other activities at the discretion of the instructor.

