

North Central
Michigan College
NCMC MASTER COURSE SYLLABUS
Revised 9/23/2010

DIVISION/AREA: Occupational

DEPARTMENT: Computer Applications

DIVISION DIRECTOR: Robert J. Marsh, Ph.D.

ORIGINATOR: John Desmarais

DEAN OF INSTRUCTION: Christine Hammond, Ph.D.

TOTAL HOURS OF INSTRUCTION: LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.8

COURSE NUMBER: CAP 220

CREDIT HOURS: 3

COURSE TITLE: Production Art with Adobe Creative Suite

TRANSFERABLE YES: NO: xx TO:

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: CAP 140 or CAP 145 or CAP 150 or Adobe experience

CATALOG DESCRIPTION:

An introduction to computer prepress operations (production art) using the latest Adobe Creative Suite. Adobe Photoshop, Illustrator and InDesign will be used for the development of finished products, such as brochures, business cards, posters or letterhead, ready for web or press. Introductory graphic design ideas and concepts will also be introduced. This course is ideal for students interested in working in the Graphic Design industry. Prerequisites: CAP 140 or CAP 145 or CAP 150 or comparable Adobe experience.

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
 - Write and speak effectively
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COURSE OBJECTIVES & OUTCOMES:

At the end of this course students will gain an understanding of how to assemble documents to prepress standards and will demonstrate an understanding of:

1. **Graphic Design and Layout** as a key means of communication with your audience
2. **Prepress Terminology** as it pertains to press and design for projects, such as a business card, letter head and brochure
3. **Pagination** using Adobe InDesign CS4 or Adobe Illustrator CS4 (Pagination is the system by which the information on a newspaper, book page, manuscript, or otherwise handwritten, printed or displayed document is laid out.)
4. **Photo Manipulation** using Adobe Photoshop CS4 for clipping paths and changing focus, hues, saturation, changing file format, cropping and other adjustments
5. **Illustration** using Adobe Illustrator CS4 for creating and/or editing graphics and logos
6. **Proof Assembly:** they will rule up a flat black and white proof then trim and fold a color proof for their own portfolio
7. **Collecting Files:** collecting all related files for hand-off to press or web developer

METHODS OF INSTRUCTION:

- Lecture
- Demonstration
- Hands-on tutorials
- In-class lab projects
- Student homework projects

METHODS OF EVALUATION:

Exams, take home assignments, hands-on lab exercises, quizzes and class participation.

REQUIRED TEXTS AND MATERIALS:

- TEXTS:
 - TBD

OPTIONAL SUPPLEMENTARY MATERIALS:

Reasonable accommodations can be provided to students with documented disabilities. Please contact Learning Support Services at 348-6817 or kflewelling@ncmich.edu to arrange these.

Week	Topic
1	Introduction to course, syllabus and expectations Review of Adobe components
2	Review Basic Adobe and Mac Platforms and Terminology Comparing Mac and PC platforms Reviewing what is common to all Adobe PS, ID and ILL Graphic design concepts and theory
3	Graphic design fundamentals (continued) Basic Review of Adobe Photoshop CS4 <i>Photo manipulation</i>
4	Basic Review of InDesign CS4 <i>Pagination</i>
5	Basic Review of Illustrator CS4 <i>Illustration, graphics</i>
6	Work Flow and Work Schedule concept Review proofing process
7	Color mode and bleed (individual project)
8	Logo, graphics, text work, layout
9	MIDTERM EXAM Final proof
10	Color mode and bleed, text and graphics placement (second project)
11	Establishing Teams and Create Work Schedule Brochure work, color mode and bleed- rough
12	Sizing with color mode, brochure
13	Text and graphics placement with Photoshop and Illustrator
14	Assemble proof; proofreading Edit text and graphics (brochure)Work on Brochure Project
15	Brochure (cont'd) Final editing concepts, assembly of final project
16	FINAL EXAM Submit final electronic files and proofs