

CE1444

Print: Job

University of the Arts
Continuing Ed. Department

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One of the most important and challenging aspects of executing creative work is planning for how it will be output, whether it's on your inkjet printer at home or on a commercial offset press. How do you create files that will print seamlessly? What do you need to know and how do you communicate it to the printer?

In this course, we will experience the design process from concept to output, focusing on creating files that print well and look great. The end result will be a completed creative piece of your own, made in Adobe InDesign and output here at the University of the Arts' Imaging Lab.

This is a great opportunity to add to your portfolio, so think about a project that is both fun for you to work on and shows off your skills. There will be time during each class for you to work on your project as well several full class periods devoted to working independently and getting individual attention on your piece.

Recommended Reading

These texts are not required for class, but make great resources.

Design-it-Yourself Graphic Workshop: The Step-by-Step Guide
by Chuck Green

Production for Graphic Designers
by Alan Pipes

Graphic Artists Guild Handbook: Pricing and Ethical Guidelines
by the Graphic Artists Guild

Week One: May 29

Concept

We will be going over the basics of Adobe InDesign and talking about the final project. We will discuss possible design ideas and how to get started.

Week Two: June 5

Preliminary Design

Bring in three sketches of different directions for your. Also bring in examples of what you think are successful design solutions (related to your concept). We'll go over more on setting up files and discuss tips for making the best scans you can.

Week Three: June 12

Preliminary Design

Bring in three refined directions for your project for an informal group critique. After the critique will be a working session. I'll be available for one-on-one meetings to discuss the particulars of your piece and how best to set up your files for the finished version.

Week Four: June 19

Color

Bring in three color variations of your piece, based on the Week Three critique. We will discuss Color Spaces, RGB vs. CMYK vs. Pantone and other issues pertaining to color.

Week Five: June 26

Typography

We will discuss how typography functions in graphic work, how to make the most of it as a communication tool, and how to manage fonts for optimal output.

Week Six: July 3

Images

Bring in photos or illustrations you will be using in your piece. We will discuss color correction, image adjustments, retouching, and other ways to refine your images.

Week Seven: July 10

Working Session

By this point, your piece should be getting close to ready to print. Come to class prepared to work individually. Bring all artwork and font files with you, whether they are already placed in your document or not. I will be available for one-on-one meetings to help with any problems you may be having. This is also a great opportunity to get feedback from your classmates on your work.

Week Eight: July 17

Working Session

Please note: The instructor reserves the right to make changes to the syllabus during the semester.

Please note: The University of the Arts Continuing Education Program reserves the right to cancel or reschedule any course or to change the instructor. In the case of these circumstances, the university is not responsible for supplies that may be purchased in advance.

To have ACT 48 Activity Hours for this course reported to the Pennsylvania Department of Education (PDE) you must complete and return the Request for Activity Hours Submission Form to the UArts Continuing Studies Office and meet all requirements outlined by the PDE.

Week Nine: July 24

Getting your files ready for output

By the end of this class, your final files must be turned in to me for output. I'll bring the finished prints to our last class. We will discuss preflight, packaging, separations, colorbreaks, exporting as PDFs from InDesign, selecting paper stock.

Week Ten: July 31

Wrap Up

This is an open class period to discuss any outstanding issues you've encountered or to answer any other questions or topics you'd like additional time for. We'll also have an informal critique of your final printed pieces.