SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
ART 214S   DIGITAL PREPRESS AND PRODUCTION
3 CREDIT HOURS

COURSE DESCRIPTION
Principles and practice of digital prepress. Taking design and art into print. Relating digital layout to traditional layout. Troubleshooting files, copy preparation, type design, color usage, illustration and photography for both traditional and digital domains. Prerequisite: ART 101S, ART 111S, ART 127S, ART 200S, and ART 129S or NET 105S. Lab fee.

COURSE GOALS
The student will:

1.	Use terminology related to layout and design.
2.	Use terminology related to production.
3.	Recognize and employ the basic elements of page composition.
4.	Recognize and utilize the art tools of the graphic designer.
5.	Recognize and utilize the art tools of the production designer/artist.
6.	Describe various production methods and how these methods affect the designer.
7.	Work with printing measurements.
8.	Apply the basic principles of design in the creative process.
9.	Apply the basic principles of design in the production process.
10.	Work effectively with type, art, and color in design.
11.	Understand the limitations and advantages of production in various mediums: newspaper, magazines, television, direct-mail, posters, displays, and packaging.
12.	Understand, and produce layouts in various stages: thumbnail, rough, comprehensive, and final.

CORE VALUES
The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE
1. Production terminology
2. Production elements: software and hardware; the tools of the trade
3. Production theory: basics and principles
4. Production methods and how they affect design
5. Layout stages: thumbnail, rough, comprehensive, and final (the basic layout formats)
6. Principles of design: balance, proportion, sequence, unity, emphasis
7. Working with type, artwork, and color
8. Designing for production: editorial and advertising; newspaper, magazine direct-mail, posters and more.