University of Arkansas - Fort Smith
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General Syllabus

GRDS 3323 Production Management/Prepress

Credit Hours: 3   Lecture Hours: 2   Studio Hours: 4

Prerequisite(s): GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration, GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS 2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description
Introduces advanced production issues that involve print media, including spot-color and process color issues. Ink, paper choices, prepress production and printing issues are covered, along with project management from conception to final output. Solving complex design and production problems encountered in dealing with clients, printers and deadlines are important components. Projects involve multiple-page designs and include collaboration and teamwork training.

II. Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Describe the roles in the graphic design and/or advertising field, as well as many of the basic skills required, such as concepting, designing, and producing actual jobs.
2. Create designs, communicate in an appropriate manner and form, and work in teams.
3. Use various printing processes and correct pre-press and commercial printing terminology.
4. Correctly prepare digital files for different output options.
5. Manage a project throughout the publishing process: artwork creation, selecting pre-press/print/bindery, vendors, and quality control.

B. University Learning Outcomes
This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking
Students will analyze the elements of various types of print communication to determine what makes a design successful or not. As with other graphic design media, print communication depends upon correct and successful interpretation and presentation of ideas and content that are often generated by others.

Communication Skills (Written and Oral)
In this course, advanced communication skill is necessary to correctly interpret the client's goals. It is also a necessary component of interaction with other design professionals, such as printers. Students will study, analyze and understand the elements and principles of successful visual and verbal communication.

III.   Major Course Topics

A. Active projects that include multiple, coordinated pieces
B. Complex project management from concept to output
C. Clients, colleagues and outside vendor relations
D. Software and other techniques involved in print production