

**Graphic Communications 68 • Design & Prepress Production Laboratory**  
Spring 2006 • Tuesdays/Thursdays 1:00–5:00 PM

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PRE-REQUISITES:    **GRPH 21 Visual Literacy**  
                          **GRPH 23 Orientation to Design and Graphic Communications**  
                          **GRPH 25 Introduction to Graphic Arts Microcomputer**  
                          **GRPH 99A Digital Page Layout**

Instructors also recommend knowledge/practice in the below areas:

**GRPH 100 (Digital Illustration)**  
**GRPH 98A (Digital Imaging)**  
**53A (Basic Typography)**  
**GRPH 35 (Graphic Design)**  
**ESL level 7 (Completion of ESL 150)**

Graphic Communications Department recommends to take this class more than once (total of 9 units for credit).

COURSE DESCRIPTION:

- professional communication projects ranging from concept development through print
- replicates real-life studio situations
- real clients involved
- real projects funded by CCSF academic and administrative offices
- real deadlines
- collaborative efforts
- various tasks: project management, concept development and design, production, editing and proofreading, prepress, fostering client relationships, press checks, team building
- intense hands-on experience, much design and production work outside of class (no tests, no reading assignments, etc..., little academic work, and great work experience)

ON STAFF:

- **Amy Conger**, Production Director—manages production and prepress
- **Colin Hall**, Production Coordinator  
—manages project administration/scheduling and client contact
- **Regina Rowland**, Creative Director—manages concept development, design, and work flow
- **Johanna Rudolph**, Docutech Coordinator—manages docutech printing (Mission Campus)
- **Sergio Valdez**, Press Operator—manages offset printing of class projects (Mission Campus)

REQUIRED RESOURCES:

A **Sketchbook/Journal** (bound), the usual **design tools and materials** (T-Square and metal triangle with inch measurement, self-healing rubber mat, rubber cement, Bristol board, zip disks, etc...), and a great amount of **enthusiasm, humor, and tolerance of each other's processes**.  
A **Binder** with sub-dividers which holds timesheets and other materials.  
A **Folder** in which to submit class dossier at midterm and end of semester.

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- OBJECTIVES:
- to experience and participate in the full cycle of designing and producing print communications as well as other areas of design (some web design/production, some exhibition design/installation, some graphic recording, some copywriting)
  - to play various roles in that process:
    - project management
    - concept development and design
    - production art
    - editing and proofreading
    - prepress
  - to practice working in real-life studio situations
  - to learn how to handle inflexible deadlines
  - to work within and nurture a non-competitive and highly collaborative environment
  - to collect portfolio pieces
  - to learn the importance of detailed documentation of one's work flow (time sheets)
  - to learn how to judge one's own strengths and limitations (conceptual, design and production skills) and know when to ask for help
  - to realize one's strengths/weaknesses and preferences in the design and production process

- PROCESS:
- all students to participate in briefing at beginning of each class, then proceed to work on their projects
  - students to follow prepared time schedule
  - students to keep all original files and documents in classroom at all times (may take copies on zip for working outside of class)
  - students to store digital files properly on server at all times (also to back up files)
  - students to keep excellent documentation of their time spent on projects inside and outside of class (timesheets, timesheet summary/statistics, hourly rate conversion to client charges)
  - students to keep in contact w/faculty and staff throughout the entire procedure
  - miscellaneous tasks
  - preparation for midterm and final submissions (class dossier)

- PROJECT FLOW:
- client makes contact with Colin
  - Colin puts project on master schedule after discussing with Amy & Regina which projects to accept
- Note: There are usually two types of projects:  
new production job or revision of existing job, and new design job:
- New Design Job:**
- client or representative introduces project to class
  - students participate in concept development (analyzing [re-]defining of problem, research, setting objectives, participating in or organizing brainstorming sessions)

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- students work with Regina on sketches/concepts to present to client (sketches/concepts must be approved by Regina before client presentation)
- students present concept sketches to client (no computer sketches)
- client chooses a concept (sketch)
- student whose concept was chosen may decide to continue w/project or hand it off to other classmates, or ask others to come on the job
- student to consult with Colin for materials and printability
- working comp is designed and approved by Regina and client and materials are ordered by Colin

#### **Both Design and Production Jobs**

- production art begins (student to work with Amy on digital production), photographers and/or illustrators may have to be recruited
- project goes through several stages of proofreading
- project must be signed off by Regina and Amy before client signs off and before project can proceed to prepress stage
- project is prepared for printing in prepress (student to work with Amy and Colin on preparing digital files and/or film output and preparing job envelope for printer: laser color comp, ruled out B & W laser, folded dummy trimmed, film, other instructions)
- project goes into digital production or on press (student may go on press check)
- project report is generated by designer, approved by Regina, filed in docket & added to class dossier
- project is printed and delivered
- samples are filed in docket and department's sample drawers, and given to all participants and faculty

#### EVALUATION:

##### **MIDTERM EVALUATION**

**class dossier** due at beginning of class, March 16 (refer to samples shown in class)

- timesheets (summary and statistics)
  - list of projects involved (describe responsibilities, incl. name of designer)
  - project reports for each project of which you were the designer (see samples in dockets, electronic file on server), accompanied by a printout of the file management on server
- all above items need to be typed, proofread, neatly organized and submitted in a folder

**process/related tasks** (performance as observed by faculty)

**sketchbook/journal** (checking quantity and creative aspects, not quality of drawings)

**attendance**

##### **FINAL EVALUATION**

**class dossier** due at final meeting, May 23, 3:30 pm (samples shown in class)

Note: we may meet on May 25 if any projects need to be completed!!!

- timesheets (summary and statistics)
- list of projects involved (describe responsibilities, incl. name of designer)

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- project reports for each project of which you were the designer (see samples in dockets)—put this one into your dossier; all projects must be reported even if the project was not completed or was cancelled, or is still in progress at this time so that the project may be handed properly to others at a later point
  - two additional copies of the project report and one printout of file management on server ready at final meeting to submit in class to faculty
- all above items need to be typed, proofread, neatly organized and submitted in a folder
- process/related tasks** (performance as observed by faculty)  
**sketchbook/journal** (checking quantity and creative aspects, not quality of drawings)  
**attendance**

**ATTENTION:**

late submissions at midterm and final will result in a 10% deduction from final score for each class period the work is late

\*any case of emergency can only be considered with appropriate documentation (e.g. note from a physician for date and time missed)

faculty reserve the right to determine what constitutes an emergency in regards to academic matters

GRADING: 25% **Class Dossiers**—EFFICIENCY, INTENT, DILIGENCE  
55% **Process/Related Tasks**—EFFICIENCY, PRODUCTIVITY, COMMUNICATION & COLLABORATION, ACCURACY  
5% **Sketchbook/Journal**—CREATIVITY in abundance (not quality of drawings)  
15% **Attendance**—DEPENDABILITY and PUNCTUALITY

GRADING IN DETAIL:

**25% Class Dossiers**

- accurate timesheets, submitted every other week
- accurate timesheet summary and statistics
- list of projects
- project reports with client charges

**55% Process/Related Tasks**

- project management
  - keeping project and related tasks on schedule
  - coordinating photographers, illustrators, etc...
  - providing pertinent elements necessary to conduct/complete the project

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- **nurturing client relationships**
  - excellent communication skills necessary
  - demonstrated dependability, friendly and positive attitude, competence
- **concept development and design**
  - ability to (re-)define problem(s), and generate objectives for project, research the topic(s) and evaluate the client's needs, conduct brainstorming activities
  - ability to generate plenty of sketches and refine them appropriately
  - ability to communicate concepts verbally in client presentations
  - ability to communicate and collaborate w/copy writers, editors, and production artists
  - ability to generate written comprehensive project objectives and concept
  - appropriate image and typographic choice and usage
  - ability to design and develop a well-defined concept into a working comp
  - ability to generate, on time, project report for docket
- **production**
  - create a printable digital file in accordance w/design (working comp)
  - ability, patience, and enthusiasm for detail-oriented tasks
  - ability to communicate and collaborate w/photographers, illustrators
  - appropriate image production (image and type resolution, execution)
  - selecting appropriate software
  - proofreading/editing (good command of the English language and grammar)
  - creation of final comp
  - creation of trimmed & folded dummy, laser color comp, ruled out laser
- **prepress**
  - pre-flight check (trapping, imposition, color bars, etc...)
  - creation and proofing of separations
  - outputting and proofing film
  - completion of printer packet (laser color comp, ruled out laser, b & w separations, folded and trimmed dummy, film, completion of docket)
- **file management**
  - up-to-date files present in docket and on server at all times and
  - organized according to instructions on Production Handout and common sense and courtesy
- **communication & collaboration**
  - ability to interact positively and productively with others
  - communication with faculty & staff
  - ability to recognize and act appropriately when pieces/processes are missing or not working well
  - willingness to build and nurture teams, to resolve conflicts, and to maintain positive attitude under stress
- **efficiency**
  - ability to work within the given time frames AND deliver an excellent product
  - ability to work independently BUT recognize limitations and ask for help

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**5% Sketchbook/Journal** (to be submitted at midterm and at the final meeting)

**15% Attendance** (corresponds to points accumulated through student's attendance in class)

**In order to receive a passing grade the below listed minimum requirements must be met, and are not negotiable:**

- courtesy, respect, responsibility, reliability, and integrity at all times
- showing up, and showing up on time, alternately calling in to Colin reporting project status
- showing up prepared for work and to work with others
- showing up prepared to scheduled meetings with team members and/or clients  
meetings are not optional!!!!
- demonstrating proactivity (i.e. if others don't gather for a scheduled meeting, remind them and/or get the group together)
- willingness to take different roles (team participant, team leader, designer, production artist, ...)
- willingness to practice professional file management: always leave the latest versions of files and materials in the dockets and on the server; organize files so anyone can use them; don't take home the docket; print the contents of the job folder on the server and turn in with the project report
- timesheet summaries are timely and accurate
- midterm and final dossiers are timely and complete
- no whining or complaining!!! — a willingness to collaborate to get the work done
- you must obtain approval of both faculty if you wish to quit a team (do not just walk away)
- if you say you will do something, you are expected to do so and, you are held responsible
- participation in cleaning up at the end of class
- during class time you may only work on 68 projects (don't check your e-mail or surf the web, or work on other class work)

- GRADING SCALE:
- **A 100-90%:** excellent performance that goes above and beyond the requirements
  - **B 89-80%:** very good performance and fulfilled requirements
  - **C 79-70%:** average performance and fulfilled requirements
  - **D 69-60%:** mediocre performance and fulfilled requirements
  - **F below 60%:** poor performance and/or less than 60% fulfilled requirements
  - **Incompletes** are only considered in emergency cases and with acceptable documentation

ATTENDANCE ISSUES:

- class time: Tuesday/Thursday 1:00–4:50 PM (We start on time, we leave on time!)
- roll will be called at 1:10 PM (10 minute grace period is from 1:00–1:10 and ends at 1:10 sharp!)
- full points given each class period for full attendance<sup>1</sup>
- half points for late arrival<sup>2</sup>, early departure, or for cases where full attendance is not upheld<sup>3</sup>
- no points will be given for attendance of less than 60% per class period

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- in case of illness or other emergencies absences might be excused only with appropriate documentation (usually this means a note from a physician's office for the time missed)
- if you have to miss a class please call Colin at 415 239 3082 and report on the status of your current projects
- <sup>1</sup> full attendance
  - arriving to class on time and being physically present when roll is called
  - staying in class during the entire period (except for allotted breaks)
  - functioning as an active participant
  - working on 68 class projects only (working on other class projects is not allowed; if students run out of work they are to report to the faculty to collect new assignments or to help other students)
- <sup>2</sup> late arrivals

If a student arrives late to class (after the roll has been called), it is the student's full responsibility to sign him/herself in at the time of arrival with the accurate time of arrival and in accordance with the classroom clock. If students forget to sign themselves in after the roll has been called, no adjustments will be made by the instructors at any later point, thus no points can be earned in such cases (no exceptions, sorry!). Remember, no points for attendance will be given if you are in class for less than 60% of the entire class time.
- <sup>3</sup> these are some examples when points for full attendance will be withheld
  - not present when roll is called
  - sleeping in class
  - arriving late or leaving class early
  - extending allotted time for breaks or taking too many breaks
  - dropping off bags upon arrival and then leaving class
- breaks

Breaks will be informal and can be taken as necessary. However, breaks should not take any longer than 10 minutes at any time (4 hours of instruction allow for three ten minute breaks). If you have to leave class for some reason beyond the break time, you need to let the faculty know.
- withdrawals

If a student decides to drop the class, it is the student's full responsibility to withdraw from the class in the registrar's office. No withdrawals will be taken care of by the faculty. Late withdrawals will be considered in accordance with school's policy.
- emergencies

In emergency cases students are expected to inform the instructors, fully, of the nature of the situation in order to negotiate a deviation from the above described attendance policy. However, it is at the discretion of the instructor to determine which situations constitute the state of an emergency in regards to this academic setting. All emergencies must be accompanied by full, appropriate, and acceptable documentation for date and time missed. Any documentation must be submitted to the instructors within two weeks of an absence. No late documentation will be accepted.
- missed classes

It is the full responsibility of each student who misses class or comes to class late or leaves early to obtain the missing information from his/her peers and come caught up and fully prepared the following class period.

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- in case of an absence

All students are expected to call Colin at 415 239 3082 before class begins and give him a full report of the projects/meetings/issues that will need to be taken care of by a classmate.

This is really important!

- OFFICE HOURS:
- Students should arrange for meetings ahead of time.
  - Details to be announced in class.

Every attempt will be undertaken to provide a safe, inspiring, culturally diverse, intellectually rich, interesting, challenging, and harmonious learning environment. Participants in this class will be expected to behave responsibly in every aspect and will be asked to not only be tolerant but inviting of each other's differences.

If you are made to feel uncomfortable or unsafe in class, we ask you to confide in a faculty member, staff member or counselor. We will be happy to pay special attention to maintaining a productive and inviting learning environment.