

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 265 – GRAPHIC TECHNIQUES (3 CR.)

Course Description

Applies the study of printing processes and production techniques used in preparation of design files for professional printing. Teaches print production terminology, image and typography specifications, as well as technical skills using current technology and software. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

Graphic Techniques is an advanced course where creative concepts in graphic design are incorporated, specifically from the point of view of using current technology as the primary production tool for print design and production. Incorporates applied studio solutions to a variety of problems including typography and imagery.

Course Prerequisites/Corequisites

Prerequisites: ART 140 and ART 141.

Course Objectives

Upon successful completion of this course, students will be able to:

- a) Identify various printing techniques and procedures
- b) Understand the differences in available printing techniques and determine the best one(s) for a given project
- c) Design for different printing methods
- d) Develop files for basic printing processes using current technology and software
- e) Articulate printing specifications using the vocabulary of production
- f) Demonstrate knowledge of integration of vendor services and supplies

Major Topics to be Included

- a) Proper file preparation for delivery to commercial printers
- b) The use of proper file formats
- c) The vocabulary used within the field of production
- d) How to read and create a specification sheet
- e) File setup for printing with spot color and 4-color process
- f) Basic papermaking and specification
- g) Basic knowledge of selecting and acquiring paper samples
- h) How to read a paper sample book
- i) How to identify various printing techniques
- j) How to indicate various printing techniques in a digital file
- k) Basic folding techniques
- l) Basic bindery techniques
- m) Developing technical problem-solving skills for trouble-shooting files
- n) The proper application of current technologies and software