



GRA 2310C Fall 2018

As many factors may affect the development and progress of a class, the instructor reserves the right to alter the schedule as may be required to assure attainment of course objectives.

Graphic Reproduction

Fundamentals of single and multi-color layout and pre-press production will be introduced. Traditional production techniques and current usage of a personal computer, software, and peripherals will be studied.

— Class description from the Valencia College Course Catalog

Instructor:

Kevin Boynton

kboynton@valenciacollege.edu

Class:

East Campus Building 4 #205

Wednesday 6:00PM–9:45PM

August 27, 2018–December 16, 2018

Credits:

3 Credit Hours

3 Contact Hours

Combined Class/Lab

Formal meetings are by appointment only, but I will make myself available after class.

Contact via e-mail.

Allow at least 24 hours for correspondence.

Course Objectives

Graphic Reproduction Processes is an introduction to the planning and execution of design concepts for the purpose of printing. The class will include in-depth analysis of color and color management, paper, the preparation of digital files for prepress and proofing and the printing and finishing processes.

Course Prerequisite: Minimum grade of C in GRA 2121 or departmental approval.

REQUIRED TEXTBOOKS

- *A Guide to Graphic Print Production*
Kaj Johansson, Peter Lundberg & Robert Ryberg

CLASS GOALS

Here is an incomplete list of what I want you to learn in this class:

- An understanding of the printing process.
- A history of printing.
- Understanding paper and paper manufacturing.
- Envelopes and packaging.
- Color and color management.
- Image color correction.
- Editing photography.
- Scanning for different image types.
- Proper image resolutions.
- Prepping files for printers.
- Understanding trapping and ink densities.
- Large format printing.
- Proofing.
- Distribution streams.
- Understand that your instructor is all-knowing and all-powerful.

DETERMINING GRADES

Think and act like a design professional. Graphic design professionals are expected to do seemingly mundane things like: arrive at work or meetings on time, meet project goals and deadlines, make presentations to creative directors, sales people and clients. It is more than just making pretty pictures. Along with TVAC (see pg. 4) I will be basing your project grades, in part, upon the following criteria:

- Does your project solution show that you have an understanding of the assignment?
- Did you provide the minimum number of examples or solutions as stated in the assignment directions? Or did you do more than the assignment required?
- How creative is your solution to the assignment? Did you try other creative solutions? Did I see them?
- Does your solution make sense? To others, not you.
- When presenting your project, are you able to explain your thought process regarding your solution to the assignment?
- Have you verified that any statements you make in your presentation, either in print or verbally, are accurate?
- Did you spell check and proofread?
- Did you spell check and proofread? Worth repeating.
- Did you spell check and proofread? Okay?
- Did you provide both printed and digital versions of your assignment? Well, did you?

Hey, you! Yes, you... The deadline to apply for graduation for the Fall term is September 14, 2018

Course Parameters

Please read these guidelines carefully. They represent the rules of the class. Your conduct in this class can have an impact on your final grade. Be considerate of others. Follow these rules and things will run in a greased groove. Break the rules and civilization as you know it will crumble to dust. And it will be your fault!

“Valencia College is committed to providing each student a quality educational experience. Faculty members have set high standards of instruction for themselves and for you. If you have a problem in a class, your first step is to talk to your instructor. If you are still dissatisfied, you may talk with the academic dean of the division for your class. We will work together to resolve any issues that arise.”

YOUR GRADE

Comprised of the average of completed assignments, project presentations, class participation and test scores.

- For each assignment there is a grading rubric that lists various criteria necessary for the successful completion of the project. You will receive a copy of this rubric from your instructor after each assignment is graded.
- The larger projects will count more towards your final grade, but that does not mean the other projects are not important. They are. This is how you learn.

DESCRIPTION OF GRADING LEVELS

- A** = Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements. *Not easy to do.*
- B** = High achievement, demonstrated in work of consistent effort, intelligence and mastery of course competencies.
- C** = Satisfactory completion of course requirements and mastery of essential course competencies.
- D** = Unsatisfactory completion of essential course material.
- F** = Failure to perform required work or to master required course materials and competencies. *Very easy to do.*

A = 100-90

C = 79-70

F = 59-below

B = 89-80

D = 69-60

Right now, consider that you have a “C”. If you do the required minimum for your assignments this will remain your grade. To get a higher grade requires extra effort on your part. On the other hand, to get a lower grade is really quite simple.

LATE ASSIGNMENTS

- **A late assignment will reduce your grade for that assignment by 10 grade points for each class missed.**
- Missing the assignment entirely means your grade is “0”
- *This means it is better to be late than not turn in an assignment at all—at least you score something.*

PROJECT PRESENTATION DEADLINES & CRITIQUES

Projects have deadlines that must be met. You should learn this lesson now because in the real world paying clients will not be as understanding as your instructor.

- On the evening that the project is due you will make a presentation of your work to the class.
- This will be in the form of a brief explanation of your process and solutions to the problem posed by the assignment.
- Your fellow students will provide constructive criticism and ask questions of you as necessary.
- Just shouting out “That sucks!” or “I like it!” does not constitute constructive criticism.
- *Critique participation will be factored into your grade.*

EXAMS AND FINAL EXAM

There is a mid-term and final exam for this class. These should be easy, if you’ve listened in class and finished the assigned reading.

- Only the most horrible events (*I was bleeding out of my eyes!*) will excuse you from missing the mid-term.
- All students should be present for the final exam.
- If a student misses the final exam their lives will be in ruins and they will grow old—unloved and unwanted.

GRA 2310C GRAPHIC REPRODUCTION

TVAC EXPECTATIONS (THINK, VALUE, ACT, COMMUNICATE)

The faculty of Valencia College has identified four core competencies that define the learning outcomes for a successful Valencia graduate. These competencies are at the heart of the Valencia experience and provide the context for learning and assessment at Valencia College. You will be given opportunities to develop and practice these competencies in this class. The four competencies are:

Think—think clearly, and creatively, analyze, synthesize, integrate and evaluate in the many domains of human inquiry

Value—make reasoned judgments and responsible commitments

Communicate—communicate with different audiences using varied means

Act—act purposefully, effectively and responsibly.

These categories apply to you as design student. A recent survey determined that students not showing excellence in such categories might not be considered for hire at the organizations that participated in the survey. It is in the best interest of the student to develop these skills before looking for work as a designer. *Just as earning a degree does not entitle a student to a well paying job, students should also understand that completion of assigned tasks alone do not entitle a student to a high grade.*

ATTENDANCE

Class begins at 6:00PM on Wednesday night. Roll is taken at the beginning of class. Regular and punctual attendance is expected.

- A student who **MISSES MORE THAN TWO (2) CLASSES** will be given the option to withdraw from the class for excessive absences *or to have their final grade reduced by 10 points* (the equivalent of a letter grade) for every absence after the initial two.
- This means if you are absent three (3) times your final grade will be reduced by 10 points. Four absences means your grade is reduced by 20 points. After that, what's the point?
- To add insult to injury, if an absence leads to a late assignment your grade will be reduced even more.

LATE TO CLASS

- Valencia College allows a grace period of ten minutes before a student is considered late. However, that does not mean class starts at 6:15.
- Late attendance or early departure without instructor approval may result in you being considered *not in attendance* for that day. For shame!

WITHDRAWAL FROM CLASS

Withdrawal of a student from this course is based upon rules established by Valencia College.

- To receive a tuition refund a withdrawing student must notify the appropriate authorities before or on September 4, 2018 by the end of day.
- Students with more than two (2) absences are encouraged to withdraw to prevent a reduction in their overall GPA.
- Withdrawing from class is up to you. The instructor will not withdraw you for excessive absences. Instead, your final grade will be reduced for each absence past two. (See previous rule under ATTENDANCE.)
- Withdrawal deadline to receive a “W” is November 18, 2018. There is no tuition refund.

LECTURES & DEMONSTRATIONS

The course will be taught through a combination of lecture, hands-on classroom exercises and project assignments.

- Lectures and demonstrations are given at each class meeting so students should come prepared to work each class and bring materials as required.
- If lectures or demonstrations are missed it will be the responsibility of the student to obtain the necessary information from another student at some time other than class time.
- Students should not assume that there will be class time to complete homework assignments. *‘Cause there won't be!*

EXTRA CREDIT

With approval from the instructor, extra credit may be earned toward your overall grade.

- Extra credit assignments will be negotiated between the student and the instructor.
- Extra credit projects must be turned in the week before the Final Exam period and will more than likely include a presentation to the class.
- There are already a number of difficult assignments necessary for the completion of this class, so the possibility that you will have any time to do any extra credit work is remote in the extreme. Just saying...

ACADEMIC HONESTY

Cheating of any kind will not be tolerated. Plagiarism (or *stealing* as it is known) is a form of cheating.

- Each student is required to follow Valencia policy regarding academic honesty. All work submitted by students is expected to be the result of the student's individual thoughts, research, and self-expression unless the assignment specifically states *group project*.
- If caught cheating a "0" for that project/test will be given and you may be withdrawn from the course.
- You are responsible for your own work. Do not allow anyone to help you complete any part of your assigned projects (other than with friendly advice or in a team situation). Exams and homework are considered individual effort.
- Lab personnel may help only with issues pertaining to a lab computer or lab provided applications.
- Purposefully copying or deleting files that are not yours from a school computer (or any other computer that is not your own) without permission will be considered cheating.
- Failure to pay for computer prints from the school or the lab is dishonest. If caught, you are subject to withdrawal from the course.

RULES OF CLASS CONDUCT

As a student in this class, you assume the responsibility of becoming familiar with and abiding by the general rules of conduct as recognized by Valencia College:

- Students who engage in any prohibited or unlawful acts, or acts that result in disruption of a class may be directed by the instructor to leave the class.
- Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions.
- Violation of any classroom or Valencia College rules may lead to disciplinary action up to and including expulsion from Valencia College.
- You will find the Student Code of Conduct in the current Valencia Student Handbook.

No texting, tweeting, or phone calls during class.

It is rude, disruptive and under some circumstances might be considered cheating. During exams and quizzes, students may not leave the room unless they are bleeding out of their ears.

LAB CONDUCT

Computers in the lab are the property of Valencia College and should not be abused. Use is restricted to class activities. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to:

- Use of computer to send e-mail or access Internet sites not specifically assigned in class. So no porn, people!
- Use of a lab computer for employment, internship, homework or other activities not assigned in class.
- Permanently modifying any hardware or software system configuration or setting.
- Activities not in accordance with the Valencia Student Code of Conduct
- *Warning:* Lab computers use may be remotely monitored. Using computers inappropriately may be subject to dismissal from class or banishment from the lab. Subsequent offense may be sent to the campus administration for further disciplinary action.

CONTACTING THE INSTRUCTOR

To contact the instructor, use the Valencia College e-mail system (kboynton@valenciacollege.edu).

It is the policy of the Valencia College that e-mails from private accounts should not be answered. E-mails with specific questions will be answered as soon as possible, usually within 24 hours. Students who need more than a brief response should arrange a meeting with the instructor.

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BAY CARE BEHAVIORAL HEALTH'S STUDENT ASSISTANCE PROGRAM

Valencia is committed to making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help that may assist them with psychological issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. Students have 24 hour unlimited access to the Bay Care Behavioral Health's confidential Student Assistance Program phone counseling services by calling **1-800-878-5470** or find more information on the Web at <http://www.baycare.org/sap>. Students may also contact the *Victim Service Center of Central Florida* at **407-500-4325** or on the Web at <http://www.victimservicecenter.com/>

STUDENTS WITH DISABILITIES INFORMATION:

Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class; accommodations will not be applied retroactively. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities.

East Campus Building 5, Rm. 216 **407-299-5000 x2229**
West Campus SSB, Rm. 102 **407-299-5000 x1523**

FURTHER VALENCIA COLLEGE INFORMATION

College Catalog/Student Handbook/Policy Manual

A full description of all College policies can be found in the College Catalog at <http://www.valenciacollege.edu/catalog/>

The Student Handbook can be found at:

<http://valenciacollege.edu/pdf/studenthandbook.pdf>

The Policy Manual can be found at

<http://www.valenciacollege.edu/generalcounsel/>

The college calendar can be found at

<http://valenciacollege.edu/calendar/> for important dates.

SUPPORT SERVICES

Smarthinking online: on-demand student support site

<http://www.smarthinking.com>

Valencia College offers a variety of *SkillShops*, short seminars covering a variety of topics which deal with student success, goals and purpose. To check out *Valencia's Skillshop* offerings, go to: <http://valenciacollege.edu/student-services/skillshops.cfm>

CAREER PROGRAM ADVISORS

CPAs are available to help students with scheduling classes and planning a path to graduation.

CPA for Graphics & Interactive Design Technology:

Genevieve Hall

ghall13@valenciacollege.edu

West Campus Bldg. 7-107

407-582-1239

STUDY TIPS

The following study tips have been provided by Valencia College.

LEARNING IS AN ACTION VERB!! Most students need to do more than just sit through lectures and reread their notes. Spend 1-2 hour blocks of time EVERY DAY actively writing or discussing concepts to make them a part of your memory. Use the words you learn often, they will sink in better.

Here are some study and classroom management tips that have assisted former students:

- Attend class daily and don't be tardy. The introduction to each lecture explains the purpose of the entire lecture. Students who follow this rule won't miss important information. Also, try to stay awake during the lecture. I know this is difficult but try...
- REWRITE YOUR NOTES soon after the lecture; if the instructor permits, tape record lectures and replay to refresh your memory when you rewrite your notes.
- Create flash cards with questions you make up from the lecture and lab with answers on the back.
- Use mnemonic devices and/or games to remember concepts; go to Google images, YouTube and Khan Academy for additional pictures and videos to clarify concepts.
- Make lists of confusing topics from your studying and ask questions.
- JOIN A STUDY GROUP and predict what questions the professor could ask on the test.
- Get the telephone number of one or more classmates in case you are absent from a class.