

GRAPHIC PROCESSES

COM 1111

Nashville State Community College
English, Humanities, and Creative Technologies
(Visual Communications, Graphic Design concentration)

Master Course Syllabus

COM 1111 Graphic Processes

Course description:

Acquaints the beginning student with graphic art processes, techniques, and terminology. Topics in color, paper stocks, production workflows, printing operations, safety, and bindery systems are presented. Projects acquaint students with the use of design tools and techniques.

Prerequisites: [Level 2 placement in English and Reading](#).

3 Credits

4 Class Hours

Instructor Information:

Name: *varies by semester*

Email: send advising questions about this course to david.weilmuenster@nsc.edu

Office Phone: (615) 353-3415

Office Location: C-107 D

Office Hours: listed in course content and on office door

Textbook and Other Materials:

Textbook:

From Design into Print, by Sandee Cohen. Peachpit Press.

ISBN-13: 978-0-321-49220-3. This book is available for purchase from the [NSCC Campus Bookstore](#).

Reference Materials:

Graphic Design trade magazines are available in the [Mayfield Library](#) on campus.

Required Supplies

- C-Thru CTAS-2: Transparent Accu-Spec II Type Gauge/E-Scale with point gauge set, or a Westcott LetterCraft GA-96; 12" Transparent Type Gauge/E-Scale with point gauge.
- Alvin #R590-12; 12" metal ruler with rubber or cork backing (the cork or rubber backing helps to keep the ruler from sliding)
- X-Acto Gripster Soft Grip Knife, or X-Acto Cut-All Knife with #11 blade
- Package of #11 Classic Fine Point replacement blades
- Cutting mat, 9" X 12" or larger (sometimes called Self-healing cutting mat)
- Flash drive or portable hard drive
- Pencil (#2, or mechanical pencil)

- 9" x 12" Marker paper pad (such as a Bienfang Graphics 360 50-sheet pad, **or** a Carson-XL 100-sheet pad, **or** a Carson Pro Layout 50-sheet pad.
- Set of 3 black permanent ink (waterproof ink) markers; one of which is to have a medium-fine tip, one of which is to have a brush tip, and one of which is to have a chisel tip. See the following paragraphs for recommended brands and models. Purchasing brands or models of pens which are not on this list will likely result in non-optimal work.

Options for markers;

*A. **Medium-Fine tipped pen** (approximately .045 mm thick). Choose **one** of the following;*

- Sakura Microperm 05 permanent black
- Alvin TechLiner black 04
- Pigma Graphic 1 black

*B. **Brush tipped pen**. Choose **one** of the following;*

- Kuretake Bimoji Fude Brush Pen ZGXT5-10S Bristles (synthetic bristle tip, water resistant ink)
- Pentel Arts Pocket Brush Pen GFKP3BPA, 23590 permanent black (synthetic bristle tip, water resistant ink)
- Pentel Color Brush FP5MBPA (or XFP5M) Medium point, black pigment ink (synthetic bristle tip, water resistant ink)
- Pilot Pocket Brush Pen GFKP3BPA (synthetic bristle tip, refillable, water resistant ink)
- Copic Gasenfude Nylon Brush Pen CMGASENFUDE Black (synthetic bristle tip, water resistant ink)
- Sakura Pigma MB Brush XSDK-BR#49 (or XFVK-MB-49) Medium point, black (felt tip, waterproof ink)

*C. **Chisel tipped pen**. Choose **one** of the following;*

- Itoya Doubleheader Calligraphy CL-10 black
- Marvy Calligraphy 3.5 black
- Pigma Graphic 3

Students should have these supplies readily available for every class period. It's possible that one of the pens will dry out or be used up during the semester and will require replacement.

Notice of Right to Retain Student Work:

The Visual Communications program reserves the right to retain copies of student work for teaching purposes, promotional purposes, and as part of its permanent collection.

Course Outcomes:

This course is designed to equip you with basic knowledge and skills essential to any graphic arts career. Upon successful completion of this course, students should be able to:

- demonstrate understanding of vocabulary terms used in the printing industry by answering quiz questions.

- demonstrate a working understanding of printing and prepress processes and digital fonts by completing project correctly and by answering quiz questions
- understand basic color theory using both additive and subtractive color, and explain the difference between RGB and CMYK and PMS color.
- measure accurately using inches and fractions of inches, and using picas and points.

Core General Education Competencies:

This course is designed to introduce, emphasize, or reinforce the following competencies which have been designated as core requirements by NSCC:

- To reinforce students ability to locate, evaluate, and use multiple sources of information through required research reports on topics relevant to the industry
- To reinforce students ability to prepare and deliver well-organized oral presentation by requiring students to present the results of their research in class
- To reinforce students ability to use critical thinking skills through assigned homework questions which require analysis
- To introduce students ability to use and adapt current technologies through teaching industry practices and standards for print production

Course Skills and Competencies:

The following are detailed course competencies intended to support the course outcomes

- Students will learn how to set up electronic documents for spot color separations.
- Students will learn how to set up electronic documents for four-color process separations.
- Students will demonstrate and follow proper safety precautions for working with paper cutters, X-Acto blades, and spray glues or fixatives.
- Students will measure using inches and fractions of inches, and using picas and points.
- Students will surface-mount artwork on a mat board for presentation.
- Students will construct simple geometric forms using the principles of perspective.
- Students will understand the difference between line art and continuous tone art.
- Students will understand why continuous tone art must be converted to halftones before printing.
- Students will understand the relationship between choice of paper stock and choice of line screen ruling for a halftone.
- Students will understand the difference between a paper sample and a paper dummy.
- Students will identify bond, text and coated papers, and know that paper choice must match printing goals.
- Students will understand why lighting conditions affect color perception and the need to ensure color quality.
- Students will be able to identify primary, secondary, and complementary colors.
- Students will understand basic color theory using both additive and subtractive color, and be able to explain the difference between RGB and CMYK color.
- Students will be able to specify color using the PMS color system.
- Students will be able to recognize and identify the use of spot color, duotones, or four color process.
- Students will be able to explain the economic considerations which affect the decision to use either spot color or process color.

- Students will be familiar with the processes and steps required to prepare and print materials.
- Students will be able to describe basic printing processes, such as letterpress, lithography, engraving and screen printing.
- Students will be familiar with TIFF, EPS, PDF and other file formats used in electronic page production.
- Students will possess a basic understanding of binding and finishing operations, such as imposition, signatures, folding, trimming, stapling and gluing.
- Students will be able to describe and recognize binding methods such as perfect bound, saddle stitch, comb binding and case binding.
- Students will understand the difference between unit cost and job cost.
- Students will understand the importance and economy of matching print quality to the intended audience and purpose.

Topics to Be Covered:

Classes will consist of a combination of outside reading, research, class discussion, and lab activities. You are expected to read the assignments before class and to be prepared for the scheduled activities.

Course Assessments:

You will complete several in-class and take-home projects. All students will conduct research on trade magazine articles and present their findings to the class. Weekly sketches will improve your skill at creating page thumbnails. Frequent quizzes and a final exam are designed to test your skills, knowledge and vocabulary.

Grading Policy

Semester Grades: are determined by calculating weighted averages for assignments, quiz scores, tests, and attendance. Zero grades for missing projects or tests will drastically affect your average. A grade of C or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements. Relative weights are indicated in the chart below right.

Grading Scale:

- 100–93 = A (excellent work)
- 92–85 = B (above average)
- 84–77 = C (average work)
- 76–70 = D (below minimum standards)
- Below 70 = F
- Non-attendance = FA, or FN

Semester Grade Breakdown

- 10% Participation
- 30% Projects
- 30% Quizzes
- 30% Final Exam

Lab and Project Grades are determined by completion and quality of lab work and projects. You are expected to deliver assignments at the scheduled time. The grade for any missing assignment will be recorded as a zero.

Test Grades are determined by calculating the percentage of accurate answers to the total number of test questions. If you miss a test due to absence, you may be allowed to take it the following class period (see attendance policy). The grade for any missing test will be recorded as a zero.

Some Rules:

These rules apply in all classrooms throughout the department.

- Strict safety precautions will be taken when near chemicals, tools, or equipment
- Absolutely no food, drink, or smoking in the classroom.
- Smoking is prohibited everywhere on campus
- Cell phones or pages must not interrupt class; no texting in class
- Computers are for classwork only; do not bring your freelance projects to class
- Copying or Piracy of software is illegal, subject to fines, and is grounds for dismissal
- Do not bring any software to class to use on the school computers
- At the end of class you must log-out from your computer

Attendance Policy

Students are responsible for all material covered and assigned regardless of absences. It is *the student's responsibility* to explain any non-participation to the instructor. A doctor's excuse should be provided when appropriate.

Students are expected to attend all classes, to be on time, and to stay until class is dismissed: absences or tardiness for *any* reason will affect your participation grade. Any student arriving late or leaving early will be considered tardy: two such occurrences will count as one absence. Students missing more than one-third of any class will be counted absent—even if they attend the remainder of that class session. If you have been absent, you must check with the instructor for permission to make up any missed tests or homework. If permission is denied, a zero will be recorded.

If you stop attending class for any reason you should officially withdraw from the course by notifying the Records Office before the deadline for withdrawals. Failure to attend class will result in a final course grade of "FA" or "FN" (see explanation below).

FA = According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

FN = An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC (communications policy)

It is the students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at (615) 353-3741 or (615) 353-3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center, and provide the instructor with an official Self-Disclosure/Accommodation Request form as soon as possible.

Laptops, Tablets, Cellphones and Pagers

Students are allowed to bring Laptop Computers or Tablet Computers to class for note-taking or other study purposes. Use of such devices for email, messaging, Web-surfing or games during class is prohibited.

As per the [NSCC Student Policy Handbook](#), the use of cellular telephones and pagers in the classroom is prohibited. Students who are required to carry pagers and/or have cellphones for employment and/or family responsibilities must inform the instructor at the beginning of the semester. Any approved devices must be set to a silent mode and students must not disrupt the class. All other devices should be turned off.

Classroom Misconduct

Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Dishonesty (Honor Code)

Plagiarism is a violation of the [NSCC Student Code of Conduct](#). You are expected to submit only work that you do yourself. Do not collaborate on work with other students unless you are assigned a group project.

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. "Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer's Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else's work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor's permission, allowing someone else to copy or use your work, using someone else's work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member's signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an "F" or a "Zero" for the exercise, paper, or examination, or to assign an "F" for the course. If a student believes that he/she has been erroneously accused of academic dishonesty and if his/her final grade has been lowered as a result, the student may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time, and Nashville State Community College wants to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nscc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather Policy

When classes are canceled due to weather, the instructor will post an assignment for students in the D2L shell for the course. The instructor will tell students how to access these assignments. Students are responsible for accessing and completing these assignments as directed.

In the event of an inclement weather event, check the Nashville State web site home page at <https://www.nsc.edu> for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in D2L. Check your D2L email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Associate Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.

NOTE: *This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor's discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.*