Course Syllabus Record
Division of Graphic Communication
Florida A&M University

GRA 1333 Graphic Arts Processes – 3 credit hours

Instructor: Vincent Blyden, Professor
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Office Hours:
Class Time:

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Graphic Communication MISSION STATEMENT

The mission of the Division of Graphic Communication is to provide high quality instruction in two baccalaureate degree programs: Bachelor of Science degrees in Graphic Design (emphasis in graphic design) and Graphic Communication (emphases in printing production technology, printing management and photography).

The major overall goal of the Division of Graphic Communication is to offer programs that prepare individuals for technical, managerial, production, sales and design careers in education, government or the private sector.

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COURSE OBJECTIVES

FAMU Catalog description:
GRA 1333 Graphic Communication Materials and Processes (3). Printing processes, plant equipment, trade and professional terms, techniques, and positions in the industry. Labor and management relations and printing labor unions. Bindery operations and color theories.

Prerequisite(s)
There are no prerequisites for GRA 1333.

Core curriculum course:
GRA 1333 is a required core course for the Bachelor of Science Degrees in Graphic Design and Graphic Communication.

Course restrictions:
There are no restrictions for this course.

Availability to non-GRA/PGY majors:
GRA 1333 is open to all majors.

Course Introduction and Objectives
The transferring of dots, marks, symbols and characters on various surfaces for the purpose of communication, is a definition for an industry known as Graphic Arts Technology. This industry utilizes many processes, methods and techniques as well as the application of sciences such as chemistry, math, mechanics, and physics to produce the many printed products that are needed every year.

Civilization owes much to graphic arts employees and their predecessors who toiled for thousands of years producing books and other publications. Printing has been called “The Mother of all the Arts” and the “Preservation of all the Arts.” This industry is credited with eventually bringing Europe out of the Dark Ages. The printing industry is seen as “vital to human progress and growth.”

When countries fought each other, one of the first dwellings to be destroyed was the library. Invading barbarians destroyed most books they found throughout the Roman Empire, thus plunging Europe into the Dark Ages. The barbarians themselves could not read, so they burned the books. Invading armies knew that destroying the knowledge of a people would destroy the culture of the people.

Modern forms of transmitting information have stolen some of the importance of the printed matter. These forms include e-books, the Internet, and audio-books. These new formats are competing with other traditional communication methods such as radio and television. But libraries and bookstores are reporting that there is still much activity taking place within their establishments.

The production of a publication requires a wide range of skills, techniques, and processes. The book-making process has come a long way from the days of hand copying to today’s sophisticated digital methods. Printing production can be broken down into three areas. They include the creative stage, the production stage, and the construction stage. Within each of these stages there are hundreds of workers involved in producing a book.

In the creative stage there are editors, writers, graphic designers, photographers, and artists. Production personnel include plate-makers, typesetters, and press operators. Bindery people are responsible for constructing a book into a usable format.

There are other professionals who are responsible for the thousands of publications each year. These professionals are responsible for producing the raw materials, supplies, and equipment for the graphic communication industry. Printers need plates, scanners, ink, and presses in order to produce the huge quantities of publications that are produced each year.

People in research and development are also responsible for the progress of the graphic communication industry. They are responsible for new substrates, for digital printing, digital equipment, image-setters, faster presses, acid-free printing papers, and plate-setters.

There is a great demand for books and other publications that are produced by the graphic communication industry. It is this demand that has brought about a tremendous change in innovations and inventions in the graphic communication field in the last twenty years.

People in the graphic arts have always been excited about changes in their field. In the 1970s printers were excited about equipment that could read twenty-five hundred lines of type per minute and typeset an entire Bible in an hour. To reproduce this book the following traditional processes were followed: copy preparation, graphic arts photography, stripping, plate-making, and presswork. Today the same job could be sent directly to a press for reproduction, bypassing the traditional production steps.

Graphic communications is an overall term for an enormous variety of printed products. The graphic communication industry is immense, and it is big business. This industry employs thousands of people in many plants producing billions of dollars in revenues. Historical emphasis is explained throughout the course to help the reader understand where printing and publishing originated. I hope the class will explain the innovations, inventions, and techniques used today in producing printed matter. Students should learn about graphic communication. They will learn a basic vocabulary of the industry. Students will be introduced to the printing processes, the graphic communication industry as well as basic color in the graphic arts. Students also will be introduced to the historical background of graphic communication and the modern graphic communication industry.

Weekly Outline of Course Activities/

1st - Week
1. Introduction to Graphic Communication (Reference Books, Magazine, Media Resources)
   * Communication Common Industry Vocabulary

2nd - 4th Week

   2. History of Graphic Communication
      * Prehistoric Era
      * Development of the Alphabet
      * Chinese Contributions
      * European Contributions
      * American Contributions
      * Development of the Book Format
      * Quiz # 1

5th - 8th Week

   * The Point System
   * The Graphic Communication Industry
   * Mid-Term Examination

9th - 12th Week

   * Graphic Arts Printing Processes
   * Basic Color and Color Theory
   * Quiz # 2

13th-16th week

   * Division of Graphic Arts
   * Workflow
   * Final Exam

Articles:
   Professional Graphic Communication Journals & Magazines

Handouts:
   Provided by the instructor

Video resources:
   Developed and provided by the instructor
   Provided by SJGC Recourse Center

Learning Materials
The course will be structured around the textbooks “Graphic Communication Activities Handbook” and “Offset Lithographic Technology” as well as a CD presentation; “Graphic Arts Technical Foundation—Printscape”. These resources help students in their understanding of the Graphic communication industry as well as to develop a vocabulary of terms that are common in the graphic communication industry.
TOPICS COVERED

1. Graphic Communication Introduction
2. Graphic Communication History
3. The Point System
4. Graphic Communication Industry
5. Graphic Arts Processes
6. Basic Color and Color Theory
7. Division of Work (Workflow)

Expected Learning Outcomes

Foundation skills and knowledge:
1. Understand what Graphic Arts Technology is and its place in society.
2. Recognize that human communicate by using their five senses.
3. Recognize that printing is a permanent graphic visual medium of communication.
4. Recall the four items needed for any reproduction.
5. Recall that there are at least eight surfaces that we can print on.
6. Recall that there are four major printing processes.
7. Recall the importance of the Chinese in the history of printing.
8. Recall the evolution of printing from the prehistoric era to the present.
9. Recall the importance of printing during the dark ages in Europe and the role the Monks.
10. Recognize how crude the original materials were in comparison to today’s materials.
11. Recall the importance of the European inventors in the Graphic Arts.
12. Recall the importance of the American inventors in Graphic Arts and their contributions.
13. Recognize the Point System Table of Measurement.
14. Recognize the Point System Units of Measurement.
15. Recall a very Brief History of the Point System.
16. Perform Calculations within the Point System.
17. Perform Calculations between the Point System and the English systems.
18. Recall a brief history of each process and the inventors involved.
19. Recognize a form (plate) from any of the printing processes.
20. Recognize a printed sheet and or product and tell what process was used to produce it.
21. Recall the advantages and disadvantages of each process.
22. Recall the kinds of products that are typically produced by each process.
23. Recall that process color is the number one problem in the graphic arts.
24. Recall the variables that are associated with color reproduction.
25. Tell about the branches of color reproduction.
26. Discuss the basic theory of color, wavelengths and light.
27. Tell the difference between the color mixing theories.
28. Recall the flow of work in a Graphic Arts plant and the new Workflow systems.

Student Evaluation

Student Evaluation Will be Based on the Following:

1. Performance on all tests and examinations.
2. Written reports evaluated by your instructor
3. Class Participation
4. ATTENDANCE

Examination Schedule

1. There will be two major exams- Mid-term and Final
2. There will be two (2) quizzes- 1 and 2.
3. There will be several written assignments.
4. There will be one (1) major assignments (Term paper/reports).
Course Administration

1. Lecture................... 50%
2. Lab.......................... 15%
3. Film and Video....... 25%
4. Demonstration........ 5%
5. Discussion............... 5%

Expected Learning Outcomes
(Choose from list of Program Outcomes)

1. Foundation skills and knowledge
   • Students will demonstrate that they have achieved a satisfactory mastery of the knowledge, techniques and skills of graphic communication upon completion of their core courses in graphic communication.

2. Effective written and verbal communication
   • Students will demonstrate the ability to effectively communicate oral and written form as it reflects professionalism in Graphic Communication.

3. Critical thinking
   • Students will demonstrate critical thinking skills and ability to utilize ethical decision-making, value-based judgments in problem solving in academic specialty fields.

4. Integration of learned skills and information
   • Students will demonstrate the ability to understand theory, concepts and knowledge as it relates to graphic reproduction by using creative and non-creative products, utilizing specialize equipment and software at a high degree of proficiency.

Make-up policy:
Missing any exam or deadline is strongly discouraged. Excused absences will be allowed only with advance permission of instructor and for valid hardship. Homework, presentations and projects will not be accepted late; no make-up exams will be given.

Attendance:
Regular and punctual attendance is expected and is fundamental to success in this course. Information presented during class is the responsibility of the student whether present or not. It is up to the student to obtain class material from other students when a session is missed.

As stated in the most recent edition of the Florida A & M University handbook (“The Fang”, pp 72-73) any student exceeding 3 unexcused absences may be dropped from the course and assigned the letter F”.

Academic Honesty:
Plagiarism and cheating will NOT be tolerated in any form. Please review the Florida A & M University handbook (“The Fang”) for FAMU’s academic honesty policy.

Statement of Understanding

I, ___________________________ have read and completely understand the course policies for this class.