SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: **GAT 131**   Department: **Graphic Communications & Photography**

Course Title: **Graphic Communications**   Semester: **Fall**   Year: **2017**

Objectives/Competencies

Course Objectives	Competencies
1. Identify and list print markets and types of print businesses.	1. The types of print markets: Offset Lithography, Web-Print, Flexographic, and Screen Printing.
2. List printing's ranking among other manufacturing industries.	2. Printing is ranked as the third largest manufacturing job in the world.
3. Identify and describe the major printing processes including Flexography, Offset Printing, Screen Printing, and Digital Printing.	3. Flexography deals with packaging printing. Offset Printing deals with all kinds of printing substrates. Screen Printing is printing mainly on clothing substrates. Digital Printing is with high quality equipment that is usually four color process work on different substrates.
4. Identify the types of major companies that employ people with graphic communications skills.	4. Commercial Printers, In-plant Printers, Book Printers, Trade Binderies, and Pre-Press Services.
5. Interpreting print information.	5. Reading job tickets and job jackets.
6. List, in order, a typical technical production flow from idea to finished product.	6. Design process, Prepress services, press operation, and finishing operation.
7. Identify major printing industry associations.	7. Printing Industries of America (PIA), Graphic Arts Technical Foundation (GATF), and Craftsman Printing Club.
8. Printing copyright laws.	8. Knowing what can and cannot be printed. Knowing what the different sizes are that can be printed.

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(Safety in graphics) 9. Safety in the press room. Identify location and describe proper use of fire safety equipment in the facility.	9. Type of extinguisher to use in the print shop. They are A, B, C, and D extinguishers.
10. Identify location of eye wash and first aid equipment.	10. Each lab has an eye wash and first aid kit to prevent injuries.
11. Read MSDS in the print shop.	11. Material Safety Data Sheet will identify who makes the product. What happens to you if you get the product on you. MSDS needs to be on file for 30 years.
12. Describe the different types of protective safety equipment.	12. They are safety goggles, ear plugs, steel toe boots, and gloves.
13. Describe the type of cabinet you need to stores chemicals.	13. Usually chemicals are labeled, stored in either a yellow or red cabinet.
(Digital Prepress) 14. Various software applications and uses.	14. PREPS is used for layout signatures. Other software are Quark and Adobe InDesign. Used for layout and trapping.
15. Various types of removeable storage media	15. External hard drives, USB flash drive, and Zip drive.
16. What is the significance of PDF as it pertains to print industries.	16. Portable document format allows you to open without an application. It also compresses the file.
17. Identify various file formats and their extensions.	17. They are TIFF, GIF, PSD, PICT, EPS, BMP, JPEG, and HTML.

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18. What is the purpose of a folding dummy.	18. To make sure the pages are in proper order when lay it out and proper page number.
(Digital File Output) 19. What is trapping.	19. When overlapping colors, and don't want any white space to show. You want to have perfect registration.
20. What purpose of proofing.	20. To try to match colors as perfect as possible to press copy, and to proof the job to make corrections.
21. Digital platemaking equipment for offset plates.	21. Polyesters are the new technology, eliminating film negatives. A less expensive way to use technology.
(Press Operation) 22. Safety press procedures.	22. No loose clothing and no jewelry. Make sure safety guards are working properly.
23. Basic press system.	23. They are form rollers, ductor, rollers, plate cylinders, blanket cylinder, ink fountain, and dampening system.
24. List quality control devices for press.	24. Color bars, star target, and densitometer.