

PRINTING & PUBLISHING (204)

204-110. Print Media/Digital Pub I. (3 Credits)

Study offset lithography, flexography and digital printing. Compare and contrast the advantages and disadvantages of the printing methods of gravure and screen-printing. Produce single, two- and four-color printed pieces. Acquire knowledge relating to CTP, the PMS system, screens, halftones, print careers, print economics and the four-color process. See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=110>)

204-112. Color Theory and Print Process. (2 Credits)

Learn how to diagnose and correct the components of the printing process that can impact product quality, such as ink/water balance, register, compensation and material handling.

Prerequisites: 204-110 (may be taken concurrently) with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=112>)

204-113. Page Layout/InDesign. (3 Credits)

Create documents that are typographically correct and constructed according to industry design standards in the Graphic Design program. Participate in interactive demonstrations, weekly reading and projects. Integrate type and images, use tabs, manage layers, apply master pages and style sheets, and create complex tables and forms. Keyboarding skills of 25 wpm is beneficial.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=113>)

204-115. Digital Page Layout. (3 Credits)

Use Adobe InDesign and QuarkXPress and focus on creating documents constructed according to industry prepress standards in the Printing and Print Media programs. The course will include interactive demonstrations, weekly reading and project assignments. In addition to learning core industry standards, integrate type and images, use tabs, manage layers, apply master pages and style sheets, and create documents for Print Media labs.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=115>)

204-119. Illustration and Image Editing. (3 Credits)

Students will learn how to draw on the computer with Adobe Illustrator and enhance photos with Adobe Photoshop. Emphasis will be placed on developing graphics for the web.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=119>)

204-121. Digital Illustration. (3 Credits)

Enhance your ability to draw on the computer with Adobe Illustrator. Create artwork for both print and web design projects using features such as brushes, perspective and mesh. Learn the importance and proper use of layers as well as the pen tool. Apply coloring techniques using Industry Standards.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=121>)

204-124. Internship - Printing. (1 Credit)

Gain meaningful occupational experience in the field of printing while building interpersonal relationships, improving technical competencies and completing the pre-developed goals. To complete an internship, WCTC must first verify that students have met the prerequisites.

Please contact the Career Connections Department at 262.695.7848 or internshipdepartment@wctc.edu for assistance.

Prerequisites: Approval of Co-op Ed Office

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=124>)

204-131. Image Editing/Photoshop. (3 Credits)

Learn to use Adobe Photoshop to create sophisticated graphics for print and the web. Describe, discuss and demonstrate the procedures for producing color files and documents of professional quality. Become acquainted with layers, channels, paths, masks and other techniques that are used to create the highest quality graphic elements for electronic digital documents.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=131>)

204-132. Integrated Digital Production. (3 Credits)

Develop brochures, flyers, posters and other related publications using software applications such as Adobe InDesign, Illustrator, Photoshop, and others. Follow accepted industry prepress standards to indicate bleeds, color, fold and trim marks, die lines, color bars and other technical requirements that demonstrate mastery of page layout, illustration and image editing. Create PDF files to Industry Standards for output to both offset and digital presses. Create Interactive PDF's for digital portfolios.

Prerequisites: (204-115 with a minimum grade of C or 204-113 with a minimum grade of C and 204-121 with a minimum grade of C and 204-131 with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=132>)

204-139. Digital Workflows. (3 Credits)

Study computer integrated manufacturing technologies as applied to commercial printing production problems. Discuss preflighting, trapping and imposition. Learn to properly prepare and analyze digital files for output to eliminate problems that can occur during the printing production process.

Prerequisites: (204-113 with a minimum grade of C or 204-115 (may be taken concurrently) with a minimum grade of C) and (204-121 with a minimum grade of C and 204-131 (may be taken concurrently) with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=139>)

204-140. Estimating and Scheduling. (3 Credits)

Examine the scope and functions of printing estimating. Estimate, cost, and price various printing services. Discuss topics including computers for production and management, developing a cost estimating system, estimating paper, ink electronic prepress, press and finishing operations, and marketing and management issues. Analyze various operations within the printing industry.

Prerequisites: (204-139 with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=140>)

204-141. Prodctn Coord/Customer Service. (3 Credits)

Explore the commercial printing manufacturing process. Examine the role and function of the customer service representative, electronic workflows and time requirements for production of commercially printed products that are within budget.

Prerequisites: 204-139 with a minimum grade of C and 204-136 with a minimum grade of C and (204-132 with a minimum grade of C or 204-133 with a minimum grade of C) and 204-134 with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=204&num=141>)