

## **PRINTING TECHNOLOGY (BTS DIVISION)**

**PITPT-101 INTRODUCTION TO PRINTING TECHNOLOGY (3 cr.)** Introduces students to Graphic Arts/Printing Technology. Includes a short history of communication followed by a general overview of prepress and preparation basics, printing processes, digital imaging, finishing and binding, workflow, publishing, new media, typography, and design. Students will also look at the future of communications, new issues in the field, and current industry trends.

**PITPT-115 DIGITAL IMAGE PREPARATION (3 cr.)** This course presents the concept of high end printing utilizing Adobe PageMaker. Printed materials need to be laid out for press production and finishing procedures-students will "work backwards" with the total printing production in mind. Students will understand crop marks, document size, press sheet size, among other basic needs in the print world. Pre-requisites: PITPT 101 and CTTPT 110 or permission of instructor.

**PITPT-119 ADOBE INDESIGN (3 cr.)** Students will explore and use Adobe InDesign in a print production workflow with special attention to prepress activities. Whether switching from other page layout programs, or learning layout for the first time, this course will cover all the basics used in the real-world process of creating documents, working with text and objects, applying formatting and styles, placing images, managing color, and outputting files.

**PITPT-129 ADOBE ILLUSTRATOR (3 cr.)** Adobe Illustrator is a sophisticated graphics program capable of creating complex and attractive illustrations with type effects, including logos, advertisements and other illustrations. Students will learn basic drawing, coloring, and editing. The student will then advance to transparency, type, advanced path tools, special effects and more.

**PITPT-131 OFFSET PRESS I (7 cr.)** Introductory offset presswork and pressroom procedures, including feeding and delivery systems, press adjustments, chemistry, papers, and ink.

**PITPT-133 FINISHING AND BINDING (3 cr.)** Theory and practice in basic bindery and finishing operations including cutting, folding, drilling, stitching, binding, scoring and perforating.

**PITPT-139 ADOBE PHOTOSHOP (3 cr.)** Students will explore and use Adobe Photoshop for photo editing. Instruction includes an overview of the software, including simple functions such as managing documents and palettes, then moving on to cover more specific topics such as image adjustment and manipulation, tonal and color correction, brush settings, cloning, healing, and other advanced tools, layers, masks, type, blending modes, filters, layer effects, and much more.

**PITPT-190 DIRECTED STUDY IN PRINTING (1-6 cr.)**

**PITPT-191 WORKSHOP IN PRINTING TECHNOLOGY (1-6 cr.)**

**PITPT-192 SPECIAL TOPICS IN PRINTING TECHNOLOGY (1-6 cr.)**

**PITPT-194 INTERNSHIP IN PRINTING TECHNOLOGY (1-12 cr.)**

**PITPT-201 ADVANCED DIGITAL IMAGE PREPARATION (4 cr.)** Advanced digital preparation methods, emphasizing system and file management, file compression and conversion, and network operating systems. This course teaches the function and usage of digital image setters and to identify and compare digital proofing systems. Students will demonstrate the ability to preflight and apply file repair procedures. Pre-requisite: PITPT 115 or permission of instructor.

**PITPT-202 ADOBE PHOTOSHOP (3 cr.)** This class is designed for students who need to learn the fundamentals of Adobe Photoshop. The class will begin with an overview of the software, including simple functions such as managing documents and palettes. More specific topics will then be covered, such as image adjustment and manipulation, tonal and color correction, brush settings, cloning, healing and other advanced tools along with layers, masks, type, blending modes, filters, and layer effects.

**PITPT-209 TYPOGRAPHY (3 cr.)** Typography is the cornerstone of graphic design, but many beginning (and even experienced) graphic designers still have difficulties selecting the right type for the job. Students will learn how to choose, size, color and integrate type into their designs. Pre-requisite: PITPT 229.

**PITPT-211 ADVANCED PRINTING TECHNIQUES (6 cr.)** Application of knowledge and skills learned in previous courses to produce printed projects. Specialization in areas of offset press, typesetting and paste-up, or camera.

**PITPT-219 PRINCIPLES OF ADVERTISING (3 cr.)** Introduces the student to an overview of the global advertising industry, providing the fundamentals for developing, creating and implementing advertising campaigns based on strategic marketing principles and planning. The ongoing development and evolution of brand advertising and integrated marketing communications strategies with tactical executions will be examined, including: public relations, word of mouth, guerilla, experiential, online, viral and blog marketing.

**PITPT-221 PRINTING MANAGEMENT (3 cr.)** Application of knowledge and skills learned in previous courses to manage all print shop functions; computer estimating program based on cost centers is assembled and tested.

**PITPT-228 TECHNICAL LAYOUT AND IMPOSITION (3 cr.)** The importance of imposition and trapping will be emphasized in this course that is intended to be used as a bridge between the digital techniques used for imposition today and the traditional photomechanical approach used for most of the 20<sup>th</sup> century. The course material will lead students through the vocabulary, tools, and processes of image assembly, presenting the details of this vanishing profession while illuminating the ways in which these historic techniques connect to the computer-based workflow of today. Students will learn imposition and trapping standards, both conventional and digital, and know that they are dictated by press and bindery. Included will be an introduction to current digital imposition and digital trapping software.

**PITPT-229 PRINCIPLES OF DESIGN I (3 cr.)** This course will introduce students to the basic principles of design. The focus will be on hierarchy and the organization of text and images. Students will create solutions to various design problems by completing a series of projects throughout the semester. There will be a combination of lectures and hands-on activities.

**PITPT-245 BUSINESS SIDE OF CREATIVITY (3 cr.)** Every year the market for creative services expands, but the competition is increasing even faster. Today, success hinges not

on talent alone, but on a thorough understanding of the business side of creativity. This course will give students a comprehensive look at what it takes to run a small graphic design or communications business. There will be a particular focus on practical applications such as contracts, pricing, and tax issues.

**PITPT-254 PHOTOSHOP PHOTOGRAPHY (3 cr.)** Students will explore and use Adobe Photoshop to enhance digital photography. This class follows a photographer's digital workflow, starting with essential color management decisions and organizing images with Adobe Bridge. Students will then move on to processing Camera RAW files, enhancing tone and color as well as correcting imperfections. Students will learn how to prepare the images for output and client reviews. Prerequisite: PITPT 139 or permission of instructor.

**PITPT-290 DIRECTED STUDY IN PRINTING (1-6 cr.)**

**PITPT-291 WORKSHOP IN PRINTING TECHNOLOGY (1-6 cr.)**

**PITPT-292 SPECIAL TOPICS IN PRINTING (1-6 cr.)**

**PITPT-294 INTERNSHIP IN PRINTING TECHNOLOGY (1-12 cr.)**

**PITPT-296 COOPERATIVE EDUCATION IN PRINTING TECHNOLOGY (1-12 cr.)**

**PITPT-329 PRINCIPLES OF DESIGN II (3 cr.)** Students will continue exploring the principles of design. The knowledge and confidence gained in Principles of Design I will allow students to take on more sophisticated projects. Pre-requisite: PITPT 229.

**PITPT-390 DIRECTED STUDY IN PRINTING (1-6 cr.)**

**PITPT-391 WORKSHOP IN PRINTING TECHNOLOGY (1-6 cr.)**

**PITPT-392 SPECIAL TOPICS IN PRINTING (1-6 cr.)**

**PITPT-394 INTERNSHIP IN PRINTING TECHNOLOGY (1-12 cr.)**

**PITPT-490 DIRECTED STUDY IN PRINTING (1-6 cr.)**

**PITPT-491 WORKSHOP IN PRINTING TECHNOLOGY (1-6 cr.)**

**PITPT-492 SPECIAL TOPICS IN PRINTING (1-6 cr.)**

**PITPT-494 INTERNSHIP IN PRINTING TECHNOLOGY (1-12 cr.)**

**PITPT-496 COOPERATIVE EDUCATION IN PRINTING TECHNOLOGY (1-12 cr.)**