

**University of Arkansas – Fort Smith**  
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**General Syllabus**

**GRDS 3323 Production Management/Prepress**

**Credit Hours:** 3                      **Lecture Hours:** 2                      **Studio hours:** 4  
**Prerequisite:** GRDS 3403 Advertising Design I, GRDS 3273 Motion Design, or instructor consent.  
**Effective Semester:** Summer I 2013

**I. Course Information**

**A. Catalog Description**

Introduces advanced production issues that involve print media, including spot-color and process color issues. Ink, paper choices, prepress production and printing issues are covered, along with project management from conception to final output. Solving complex design and production problems encountered in dealing with clients, printers and deadlines are important components. Projects involve multiple-page designs and include collaboration and teamwork training.

**B. Additional Information - None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Demonstrate understanding of the roles in the graphic design and/or advertising field, as well as many of the basic skills required, such as concepting, designing, and producing actual jobs;
2. Create designs, communicate in an appropriate manner and form, and work in teams;
3. Demonstrate knowledge and understanding of various printing processes and the use of correct pre-press and commercial printing terminology;
4. Correctly prepare digital files for different output options;
5. Manage a project throughout the publishing process: artwork creation, selecting pre-press/print/bindery, vendors, and quality control.

## **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

### **Analytical Skills**

Students in this course learn to analyze the elements of various types of print communication to determine what makes a design successful or not. As with other graphic design media, print communication depends upon correct and successful interpretation and presentation of ideas and content that are often generated by others.

### **Communication Skills**

In this course, advanced communication skill is necessary to correctly interpret the client's goals. It is also a necessary component of interaction with other design professionals, such as printers. All exercises and projects require students to study, analyze and understand the elements and principles of successful visual and verbal communication.

### **Ethics**

Students will understand issues involving copywriting and imagery to be applied in ideation, research, and execution of original art and design solutions.

### **Global and Cultural Perspectives**

Students will be made more aware of how their discipline affects diverse populations in the United States through study of demographics and its impact on the design process.

### **Technological Skills**

Graphic design depends heavily on the successful use and manipulation of technological tools from conception to final output. In this course, students are given continuing study of technology in the areas of typography, image manipulation, and page layout, and they also learn how technology enables communication with outside professionals such as printers.

## **III. Major Course Topics**

- A. Active projects that include multiple, coordinated pieces
- B. Complex project management from concept to output
- C. Clients, colleagues and outside vendor relations
- D. Software and other techniques involved in print production