

Print Media (Printing and Publishing)

66-credit Associate of Applied Science Degree

About the Program

Study in the world-class Harry V. Quadracci Printing and Graphics Center and learn every step of the printing process. Learn the creative construction of printed material to integrating all forms of print to a digital cross-media environment that includes understanding customer service and estimating functions of the business. In addition, learn how to perform scheduling, preflight files for production to ensure that they are properly assembled, and apply color management to proofing to be sure a printed file will meet industry and customer requirements. Acquire training on flexographic, offset and digital equipment, select appropriate distribution channels for finished products, and follow industry postal regulations.

Potential Job Titles

- Production Artist
- Customer Service
- Estimator
- Production Planner
- Press Operator
- Finisher
- Expeditor
- Prepress Technician
- VDP Specialist

Credit Transfer

Credits earned in the Print Media program may be transferable to institutions offering baccalaureate degrees. Visit www.wctc.edu/transfer for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Begin pursuing Financial Aid options
- Select high school printing courses may qualify the student for advance standing in this program

For more information, call 262.691.5200.

Required Courses		Credits
First Semester		
204-110	Print Media/Digital Publishing I	3
204-115	Digital Page Layout	3
204-121	Digital Illustration	3
801-195	Written Communication	3+
804-123	Math with Business Applications	3+
Total semester credits		15
Second Semester		
204-120	Print Media II	3
204-122	Post Press/Distribution	3
204-131	Image Editing/Photoshop	3
801-196	Oral/Interpersonal Communication	3+
809-172	Race Ethnic & Diversity	3
Total semester credits		15
Summer Term		
204-138	Cooperative Ed - Graphics	3
Total term credits		3
Third Semester		
204-132	Integrated Digital Production	3
204-134	Color Management	3
204-136	Cross Media Workflows I	3
204-139	Digital Workflows	3
801-197	Technical Reporting	3
809-199	Psychology of Human Relations	3
Total semester credits		18
Fourth Semester		
203-141	Studio Photography	3
204-140	Estimating and Scheduling	3
204-141	Production Coord/Customer Service	3
204-146	Cross Media Workflows II	3
809-195	Economics	3+
Total semester credits		15
+ Proficiency exam available		
<i>Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at www.wctc.edu.</i>		

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Required Courses			
203-141 Studio Photography	3	Study and practice the principles of composition, lighting, exposure, optimum use of equipment and materials, and other techniques as applied to making photographic images in commercial settings. Most sessions will involve photographing still life images in a studio. Prerequisites: 204-131 Image Editing/Photoshop	
204-110 Print Media/Digital Pub I	3	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.	
204-115 Digital Page Layout	3	Study in a software-based print production course using Adobe InDesign and QuarkXPress that focuses on creating documents constructed according to industry prepress standards in the Printing and Print Media programs. Participate in interactive demonstrations, weekly readings, 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.	
204-120 Print Media II	3	Print single and multicolored projects using primarily Heidelberg Printmaster GTO-2 color 20-inch presses. Study the common elements of all presses - the feeder, registration, printing, and delivery systems. Learn basic press maintenance and problem solving, pressroom chemistry, and safety. Become familiar with paper of various kinds, weights, textures, and sizes, as well as various types of ink. Prerequisites: 204-110 Print Media/Digital Pub I and 204-113 Page Layout/InDesign or 204-115 Digital Page Layout	
204-121 Digital Illustration	3	Enhance ability to draw on the computer with Adobe Illustrator. Learn how to apply various filters and colors to objects; create masks around objects; use the transformation tools (rotate, scale, reflect, shear, blend); create compounds and make special dashed lines to create many special effects.	
204-122 Post Press/Distribution	3	Explore current and emerging technologies for binding, finishing, and distributing printed materials. Learn the basic operations of commercial bindery and finishing equipment.	
204-131 Image Editing/Photoshop	3	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. Prerequisites: 204-113 Page Layout/InDesign or 201-151 Foundations of Web Design or 204-115 Digital Page Layout	
204-132 Integrated Digital Production	3	Develop brochures, flyers, posters and other related publications using software applications like Adobe InDesign, Illustrator, Photoshop, QuarkXPress, and others. Use accepted industry prepress standards to indicate bleeds, color, fold and trim marks, color bars and other technical requirements that demonstrate mastery of page layout, illustration, and image editing. Prerequisites: 204-115 Digital Page Layout or 204-113 Page Layout/InDesign and 204-121 Digital Illustration and 204-131 Image Editing/Photoshop	
204-134 Color Management	3	Learn how to profile an offset press for color accuracy and use statistical process control methods to appraise, control, and improve color reproduction on printed files and those reproduced digitally. Learn how to use densitometers, spectrophotometers, tone reproduction control and color measurement software. Prerequisites: 204-115 Digital Page Layout or 204-113 Page Layout/InDesign and 204-120 Print Media II and 204-131 Image Editing/Photoshop	
204-136 Cross Media Workflows I	3	Gain the fundamental understanding of the key variables, systems and phases of production workflow. Emphasis will be placed on job planning, implementation strategies and decision-making processes for print and e-media production workflow. Projects will allow students to optimize their work for specific production requirements as well as to optimize content and workflow strategies for cross media applications. The two software applications featured in this course are Adobe Dreamweaver and Pageflex. Prerequisites: 204-115 Digital Page Layout and 204-131 Image Editing/Photoshop and 204-121 Digital Illustration	
204-138 Cooperative Ed - Graphics	3	Gain a meaningful occupational experience in the graphics field. The occupational experience is highly structured to include technical competencies related to the program of study. The instructor, student, and employer work together to establish student goals, discuss interpersonal relationships at work, and project activities. Prerequisites: 201-122 Graphic Design II or 204-120 Print Media II; and 204-123 Page Layout/QuarkXPress or 204-115 Digital Page Layout	
204-139 Digital Workflows	3	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: 204-121 Digital Illustration (or concurrent) and 204-131 Image Editing/Photoshop	
204-140 Estimating and Scheduling	3	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 Digital Workflows	
204-141 Prodcn Coord/ Customer Service	3	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: 204-130 Print Media III and 204-122 Post Press/Distribution or 204-132 Integrated Digital Production or 204-133 Integrated Digital Design and 204-134 Color Management or 204-142 Color Management	
204-146 Cross Media Workflows II	3	Develop a more cohesive understanding of digital workflow and the underlying responsibilities and decisions in preparing content for production in a cross-media environment. In addition to real-world applications of digital workflows and includes preflighting, focus on the development of client PURLS and web-to-print applications. The following software applications will be reviewed provided time allows; Pageflex, Mindfire, Insight, Darwin, and XM-Pie. Prerequisites: 204-136 Cross Media Workflows I and 204-139 Digital Workflows	
801-195 Written Communication	3	Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness. Prerequisites: COMPASS-Writing Skills or ACT-English or ASSET-Writing Skills or Accuplacer Sentence Skills or TABE Advanced Language or 831-103 Intro to College Writing or 851-771 Writing-Program Readiness	
801-196 Oral/Interpersonal Comm	3	Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.	
801-197 Technical Reporting	3	Prepare and present oral and written technical reports. Analyze the problems particular to technical writing, and study the methods used in assembling, developing, and preparing information for technical publications. Discuss the competencies required of the qualified technical communicator. Prerequisites: 801-195 Written Communication	
804-123 Math w Business Apps	3	Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.	
809-172 Race Ethnic & Diversity	3	Race, Ethnic, and Diversity is a course that draws from several disciplines to reaffirm the basic American values of justice and equality by teaching a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading	
809-195 Economics	3	Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the Federal Reserve System, economic growth and development, the effects of international trade, comparative economic systems, and global economics. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading	
809-199 Psychology of Human Relations	3	Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such as, self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading	