

# Printing & Graphics CERTIFICATES

## Commercial Printing

### 24-credit Technical Certificate

#### About the Certificate

Develop the skills needed to operate sheetfed offset printing equipment through this certificate program. Begin with small format presses and move to middle and larger format press equipment. Learn to use and work with densitometers, spectrodensitometers, spectrophotometers, tone reproduction control software, and color measurement software. This is an excellent way for those already in the printing industry to cross-train or expand their knowledge and skills in press operations.

For more information, call 262.691.3400.

#### Commercial Printing Required Courses

##### 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

Digital Page Layout is 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. The course will include interactive demonstrations, weekly reading, and project assignments. In addition to learning core industry standards, learn to 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.

#### Required Courses

#### Credits

##### First Semester

204-110 Print Media/Digital Publishing I 3

204-115 Digital Page Layout 3

**Total semester credits 6**

##### Second Semester

204-120 Print Media II 3

204-122 Post-Press/Distribution 3

**Total semester credits 6**

##### Third Semester

204-131 Image Editing/Photoshop 3

204-134 Color Management 3

**Total semester credits 6**

##### Fourth Semester

204-121 Digital Illustration 3

204-132 Integrated Digital Production 3

**Total semester credits 6**

*Curriculum is current as of catalog printing.*

*The ability to complete a full certificate may be affected by low enrollment.*

##### 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 their 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. Also 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