

## **GRC 10 Introduction to Graphic Communications**

(Formerly Printing Technology 10)

2 units, 2 lecture 0 lab

Introduction to graphic communications via print and electronic media. History, limitations and requirements of production processes, responsibilities and career opportunities with demonstrations, discussion, and basic projects.

- I. Introduction, Policies, Procedures
- II. Page Production
  - Design for Functionality
    1. Typographic
    2. Graphic Images
    3. Color Space(s)
- III. Image Transfer
  1. Ink/paper considerations
  2. Register
  3. Impression
  4. Vocabulary
  5. File formats
  6. Repurposing
- IV. Methods of Graphic Communications
  1. Print
  2. Internet, Web
  3. Multimedia
- V. Career Opportunities
  1. Sales/service
    - a. equipment
    - b. supplies
  2. Support
    - a. customer service representative
    - b. estimator
  3. Production
    - a. designer
    - b. illustrator
    - c. layout
    - d. image capture
    - e. image assembly
    - f. plate making
    - g. press operator
    - h. materials handler
    - I. finishing operations personnel
    - J. distribution
  4. Management
    - a. sales
    - b. human relations
    - c. supervisor
    - d. manager
    - e. quality control
    - f. production control

