

GRC 12 PageMaker/Introduction to Graphic Layout

(Formerly Printing Technology 12)

3 units, 2 lecture 3 lab

Introduction to Adobe PageMaker for graphic layout work in desktop publishing. Copy preparation, page layout, basic design elements, typography, and principles of photo offset lithography using both traditional and computerized methods

- I. Introduction, Policies, Procedures
- II. Methods of Graphic Communications
 - A. Print
 - B. Internet, Web
 - C. Multimedia
- III. Typography
 - A. Fonts
 - 1. typeface attributes
 - 2. terminology
 - 3. general classification
 - B. Type specification and comparison of metrics
 - C. Readability/legibility
- IV. Elements of Design
 - A. Rhythm
 - B. Unity
 - C. Proportion
 - D. Scale
 - E. Balance
 - F. Color
 - G. Printing requirements/design consideration
- V. Line Copy
 - A. Ruling pen, mechanical methods
 - B. Pagemaker layout work
- VI. Screen Tints/ Halftones
 - A. Specification
 - B. Ruby mask
 - C. Cropping/Scaling
- VII. Importing Scanned Artwork
- VIII. Imposition
 - A. Press sheets
 - B. Sheetwise
 - C. Work and turn
 - D. Work and tumble
 - E. Saddle stitched
 - F. Perfect bound
 - G. Crop marks, printer marks
- IX. Proofreading
- X. Single Color Work/Specification
 - A. Center lines

- B. Bleeds
- C. Fold marks
- XI. Multi Color Work/Specification
 - A. Three types of register
 - B. Overlay materials
 - C. Masking films
 - D. Register marks
 - E. Process/spot colors
 - F. Quality control devices

- XII. Manipulating basic shapes

- XIII. Functions for increasing productivity

- XIV. Page Layout Software
 - A. Editing
 - B. Layers
 - C. Cloning
 - D. Automating

- XV. Import/export files -file formats

- XVI. Color
 - A. Color models
 - B. Spot and process
 - C. Reflected vs. transmitted light
- XVII. Trapping

- XVIII. Scanning