Eastern Illinois University
Revised Course Proposal
AET 4353, Print and Digital Media Production

1. Catalog Description

(a) Course number: AET 4353
(b) Title: Print and Digital Media Production
(c) Meeting times and Credit: 2-2-3
(d) Term(s) to be offered: F, S
(e) Short title: Print Media Prod
(f) Course description: Students will focus on production management for digital print and web page layout, magazine and brochure layout, editing and proofing, digital inkjet printing, offset and screen printing processes.
(g) Prerequisite: AET 1363 and AET 3343, or permission of instructor.
(h) Initial term of course offering: Fall 2006

2. Student Learning Objectives and Evaluation

(a) Learning Objectives:
   Undergraduate: Upon completion of this course students will be able to:
   1. design and produce four-color printing products using one or more combinations of the following printing processes: offset, screen, dye sublimation, toner, and ink jet,
   2. develop multi-page web sites using xhtml language, JavaScript, Flash (ActionScripts), compressed video, and posting web pages,
   3. operate and apply the use of Raster Image Processor (RIP) in design and production of printed products using a direct-to-plate system for printing processes output to digital narrow and wide-format inkjet printers,
   4. demonstrate use of digital color workflow and quality control,
   5. analyze professional and nationally recognized industry printing practices for pricing, estimating, customer service, and quality control,
   6. apply manufacturing procedures to meet specifications of an order using estimating, job tracking & business management software.

(b) Student Evaluation: Undergraduate achievement of the stated objectives will be assessed and grades will be earned, based on activities such as individual and team projects, examinations and final projects evaluations.
   • Objective 1: (design and produce four-color printing products using one or more combinations of the following printing processes: offset, screen, dye sublimation, toner, and ink jet),
processes: offset, screen, dye sublimation, toner, and ink jet) Projects, team assignments & participation

- **Objective 2:** (develop multi-page web sites using html language, Flash, compressed video, and posting web pages) Projects, team assignments & participation
- **Objective 3:** (operate and apply the use of Raster Image Processor (RIP) in design and production of printed products using a direct-to-plate system for printing processes output to digital narrow and wide-format ink jet printers) Projects, team assignments & participation
- **Objective 4:** (demonstrate use of digital color workflow and quality control) Tests, quizzes, written assignments and production management article reviews
- **Objective 5:** (analyze professional and nationally recognized industry printing practices for pricing, estimating, customer service, and quality control) Tests, quizzes, written assignments and projects, team assignments & participation and production management article reviews
- **Objective 6:** (apply manufacturing procedures to meet specifications of an order using estimating, job tracking & business management software) Projects, team assignments & participation

Students will be evaluated using the below categories as assigned above for each course objective.

- Tests, quizzes, written assignments 15%
- Projects, team assignments & participation 75%
- Production management article reviews 10%

(c) This course will be delivered traditionally with computer support, and web pages.
(d) Course number is AET 4353 for undergraduates.
(e) n/a

3. Outline of the Course
(a) Specify units of time: The course will be offered in 2-2-3 format.

Course outline is as follows:
I. Introduction to course and assigning students in production teams and project assignments 1 week
II. Review manufacturing procedures to meet specifications of an order
   A. using estimating, job tracking & business management software
B. analyze professional and nationally recognized industry printing practices for pricing, estimating, customer service, and quality control 2 weeks

III. Review and demonstrate the fundamentals of Raster Image Processor (RIP)
   A. for design and production of printed products
   B. using a direct-to-plate system for printing processes
   C. output to digital narrow and wide-format ink jet printers
   D. demonstrate use of digital color workflow and quality control 2 weeks

IV. Design and produce four-color printing products and design and develop a multi-page web sites:
   A offset, screen, dye sublimation printing processes
   B. toner based systems, ink jet technology
   C. html language and flash
   D. FTP (posting web pages to server)
   E. compressed videos
   F. Flash
   G. Flash 10 weeks

(b) n/a

4. Rationale
   (a) Purpose and Need:
       The proposed course will provide students the opportunity to apply production management skills, design and layout software, printing principles for business clients. This is a revised course from AET 3353 to AET 4353 to reflect the scope and sequence of the discipline.
   (b) Justification of the level of the course and of course prerequisites: Due to the scope and sequence of the discipline and maturity level and prerequisites this course is moved to the 4000 level. Prerequisite for this AET 4353 are AET 1363 Graphic Communication Technologies and AET 3343 Digital Media Technologies.
       This course will be open to juniors and seniors.
   (c) Similarity to existing courses:
       1. This is a revised course from AET 3353 to AET 4353.
       2. AET 3353 will be deleted.
   (d) Impact on Program:
       (1) This course is a required course in the Digital Printing, Imaging, and Web Technology concentration in the Applied Engineering & Technology Degree and is an elective for the Interdisciplinary Advertising Minor.
       (2) n/a

5. Implementation
   (a) Implementation: Dr. Phil Age, School of Technology
   (b) Additional Costs to Students: $50 material fee + $15 field trip
6. Community College Transfer:
   n/a

7. Date approved by the School of Technology Curriculum Committee: 12/2/05

8. Date approved by the Lumpkin College of Business & Applied Sciences Curriculum Committee: 1/20/06

9. Date approved by CAA: 2/2/06