

Graphic Communications Management Courses

GCM 211 Graphic Communications. (3) I, II. Corequisite: GCM 212. An overview of the market segments using the technologies of printing, publishing, packaging, electronic imaging, and their allied industries.

GCM 217 Electronic Publishing. (3) A. Basic course in desktop publishing and preparing appropriately designed documents for Graphic Communications. Emphasis is on the use of professional level computer application programs for working with images, type and page layouts. 2 Lec/2 Lab.

GCM 316 Graphic Communications II. (3) I. Prerequisite: GCM 211 and 212. Advanced study of the imaging processes with particular attention given to prepress, press and post press operations related to offset presswork. 2 Lec/2 Lab

GCM 317 Electronic Publishing II. (3) II. Prerequisite: GCM 217. Advanced desktop publishing course in the design, creation, and assembling of text and graphical images. In depth study of color theory, color management and color separation. 2 Lec/2 Lab.

GCM 319 Printing Processes. (3) II. Prerequisite: GCM 316. An overview of imaging including relief, offset, screen, gravure, flexographic and digital printing processes. Emphasis will be given to the printed product, image carrier preparation, press systems and mechanics, inks and substrates. 2 Lec/2 Lab.

GCM 410 Finishing and Packaging. (3) A. Prerequisite: GCM 319. A study of post-press finishing and binding operations in the printing and publishing industries. Packaging operations will also be studied, including design, layout, printing and assembly.

GCM 412 Color Process Printing. (3) A. Prerequisite: GCM 317 and 319. The advanced study and practical application of reproducing process color images by offset lithography. 2 Lec/2 Lab.

GCM 414 Printing Estimating and Costs. (3) II. Prerequisite: GCM 319. Methods and procedures of pre-determining costs of printed products. The determination of equipment hourly rates and depreciation, cost centers, and equipment purchase decisions will be discussed with emphasis on computer related operations.