

GRAPHIC COMMUNICATIONS (GCM)

GCM 211. Graphic Communication. (3 Credits)

I, II. An overview of the market segments using the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. 2 Lec/2 Lab.

GCM 217. Electronic Publishing. (3 Credits)

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 255. Web Publishing. (3 Credits)

(3) I. Formerly TEC 255. A basic course in using current Web standards to prepare content for the World Wide Web that includes HyperText Markup Language (HTML) and Cascadgin Style Sheets (CSS). 2 Lec/2 Lab.

GCM 313. Digital Photography. (3 Credits)

(3) A. Formerly TEC 313. A study of current technology used to capture, manage, enhance and process photographic images for use with various computer applications. 2 Lec/2 Lab.

GCM 316. Graphic Communications II. (3 Credits)

I. Prerequisites: GCM 211. 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 Credits)

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 318. Flexographic Printing. (3 Credits)

I. Prerequisite: GCM 211. An overview of the flexographic printing process. Emphasis will be given to products, image carriers, imaging and finishing operations in the label and corrugated packaging industry. 2 Lec/2 Lab.

GCM 319. Specialty Graphic Imaging. (3 Credits)

II. Prerequisite: GCM 316. An overview of specialty imaging including screen, pad, and wide format printing. Emphasis will be given to the printed product, image carrier preparation, press systems and mechanics, inks and substrates. 2 Lec/2 Lab.

GCM 349. Co-op/Appl.Lrn/Graphic Cmn Mgt. (1-8 Credits)

I, II. Prerequisite: departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate, sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit.

GCM 349A. Co-Op Study in Graphic Cmn Mgt. (1-8 Credits)

I, II. Prerequisite: departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate, sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit.

GCM 349B. Co-Op Study in Graphic Cmn Mgt. (1-8 Credits)

I, II. Prerequisite: departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit.

GCM 349C. Co-op Study in Graphic Cmn Mgt. (1-8 Credits)

I, II. Prerequisite: departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit.

GCM 355. Web Animation. (3 Credits)

(3) II. formerly TEC 355. Prerequisites: GCM 255 and 313. Web animation with advanced web programming. 2 Lec/2 Lab.

GCM 410. Finishing and Packaging. (3 Credits)

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 Credits)

A. Prerequisites: 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 Credits)

II. Prerequisite: GCM 316 and 319. Methods and procedures of predetermining 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.

GCM 455. Web Publishing II. (3 Credits)

(3) I. Prerequisite: GCM255. An advanced course in preparing content for the World Wide Web that includes HTML, PHP and MySQL. Students will work with both client-side and server-side technologies to integrate databases into web sites. 2 Lec/2 Lab.

GCM 467. Comp Exam for BS in GCM. (0 Credits)

(0) A. Prerequisite: Consent of Advisor. Registration is required of all Graphic Communications Management B.S. majors during their last semester. A comprehensive assessment exam is required.