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DEPARTMENT OF GRAPHIC COMMUNICATIONS  
COLLEGE OF BUSINESS • CLEMSON UNIVERSITY

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**Graphic Communications II • Spring 2021**

**Course Title:** GC 2070-001 and GC2071-001 to 003  
Graphic Communications II, 4 credits  
Prerequisite: GC 1010, GC 1020/1, GC1040/1

**Instructor (Lecture and Lab):** Dr. Charles T. Weiss •  
Associate Professor • Graphic Communications  
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*Instructor (Lab):* Dr. Carl Blue • Associate Professor • Graphic Communications  
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“A problem is a chance for you to do your best” ~ **Duke Ellington**

**Course Description:**

*An intermediate course for the graphic communications and graphic arts specialist.*

A continuation of GC1040 and GC1041, with emphasis on theory and problem solving as well as broadening skills in the areas of electronic layout file preparation, lithographic and screen printing presswork. Additional areas include basic electronic halftone theory, wide format technology and markets and basic methods for quality control, computer networking, computer operating systems and software.

**Critical Thinking and This Course**

Critical thinking and college courses typically happen at the junior and senior levels. Freshman and sophomore years are traditionally meant to teach the generalities and the basics, while upper level courses traditionally take this general knowledge and apply the knowledge in a critical manner to illustrate higher order thinking. This course is designed with the sophomore in mind. Critical thinking should not just happen as juniors and seniors, it should start as freshman and sophomores. This course has been designated as a seminar for Clemson Thinks<sup>2</sup>.

Students enrolled in this course will apply critical thinking processes to course competencies. As part of the critical thinking process students will be exposed to the following five learning outcomes.

1. Students will be able to explore complex challenges
2. Students will be able to analyze multi-dimensional problems
3. Students will be able to extrapolate from one conceptual context to others
4. Students will be able to synthesize alternative solutions to multidimensional challenges
5. Students will be able to communicate effectively complex ideas

*Course assignments and projects will be directly linked to these learning outcomes.*

### **Specific Course Objectives:** Upon completion of this course, the student will:

1. Produce a layout with clear specifications, using accepted industrial terms and symbols, with sufficient detail to enable another person to produce the job correctly without further verbal clarification (packaging).
2. Mix ink to match Pantone samples according to layout specifications (lithography).
3. Complete electronic original preparation, vector image creation methods, bitmap creation methods, and finishing processes not experienced in prior courses to produce multi color line reproductions with solids and tint overlays.
4. Reproduce tight register multi color line and halftone images for screen printing to layout specifications employing presses not used in prior courses
5. Select and use appropriate software to solve prepress problems, as evidenced by their completed lab work and lab reports.
6. Select and use appropriate test/measurement devices and methods to set standards for any photo sensitized or digital output material, as evidenced by exam questions and lab reports.
7. Identify and use some form of industrial process quality control, as evidenced by lab work and exam questions.
8. Establish proper workflows for the completion of projects and assignments.
9. Understand the basic design process.
10. Design and print a suitable design on a cylindrical surface by screen printing.

### **Evaluation**

The point totals are listed below. Note that there is an academic component to the lab with lab quizzes on major assignments. Regardless of point total, a student cannot receive an A for the course without achieving a 75% or higher average on examinations, or a B without a 60% grade average on examinations.

Note that there is an academic component to the lab with lab quizzes on major assignment as well as quizzes on lecture materials. Regardless of point total, a student cannot receive an A for the course without achieving a 75% or higher average on examinations, or a B without a 60% grade average on examinations.

The policy for the Graphic communications major, published in the undergraduate announcements states that to move to the next course in the Graphic Communications curriculum guide a student must make at least a C in the prerequisite course. GC 2070 is a prerequisite for GC 4XX and all later courses. Failure to receive a C in both the 3-credit online lecture component of the course as well as at least a C in the lab component to be taken at a future date will hold your progress up in your GC major courses. Please pay attention to this and be aware of the consequences if you earn a D in either component of this course.

**Examinations: Fail to show up to an exam without at least a 12-hour notification to your instructor and you will receive a zero and not be able to retake the exam. There is no flexibility to this rule and this will be especially true this summer as we take our exams online.**

## Grading System

Laboratory work will be evaluated on the quality and accuracy of methods used to complete laboratory assignments and projects covering all objectives. Rubrics will be used to analyze and grade each assignment submitted. Be sure to carefully read each assignment so that you do not lose any unnecessary points, i.e. not naming a file, not turning in something, etc.

Additionally, part of the laboratory grade will be based upon a technical notebook documenting any technical details of the assignments. You will also be responsible for submitting your projects on time.

*A written lab report is required to be submitted to Canvas with all major lab project assignments.*

*Failure to submit your PDF report to Canvas will result in that project not receiving a grade.*

*Lab Reports should also be written as a technical report as they were in GC 1040/1.*

### Point Totals and Estimated Completion Time for Assignments (subject to change with notice)

Class Assignments			
#	Type	Name	Points
1	Project	2-Color Refresher Design	50
2	Project	Initial Design for Cylinder Printing (3 designs)	25
3	Project	Rough Layout Part #1 for Digital Printing	50
4	Project	Rough Layout Part #2 for Digital Printing	50
5	Project	Initial Photos for Screen Printing (3 images)	25
6	Project	Paper Cutting Exercise (after paper lecture)	40
7	Project	Photo Layout Approved for Screen Printing	25
8	Project	Color Separation Layout Inkjet Proofs	25
9	Project	Inkjet Linearization LAP	40
10	Project	Halftone Calibration LAP	75
11	Project	Halftone Calibration Design	75
12	Project	Digital printed cylinder package design	100
13	Project	Digital printed cylinder package production	50
14	Project	Screen printed 4 color designed color corrected	100
15	Project	Screen printed 4-color printed	75
16	Project	Screen printed cylindrical product designed	75
17	Project	Screen printed cylindrical product printed	50
18	Project	Technical Notebook – Handwritten	50
19	Project	Digital Technical Notebook Project Layout	125
20	Project	Digital Technical Notebook Project Produced	100
21	Quiz	Halftones calibration	30
22	Quiz	Ink jet Calibration	30
23	Quiz	Screen 4C Print	30
24	Project	Cost Sheet – Submitted to Canvas	25
		<b>Lab Total:</b>	<b>1320</b>
Lecture Assignments			
1		Research Paper/Infographic (2) - 75 pts each	150
2		Virtual tour-video report #1 on Screen printing	75

3	Virtual tour-video report #2 on Inkjet Technology	75
6	Exam #1	100
7	Exam #2	100
8	Exam #3	100
9	Exam #4 Final exam: partially cumulative	150
11	Participation (Lecture and Lab) – 75 points for each	150
	<b>Lecture Total:</b>	<b>900</b>
	<i>Total Points for Lab and Lecture</i>	<b>2220</b>
	<i>Additional projects may be added with notice</i>	

**List of Projects may change based upon flow of the lab and how the class progresses.**

### Project Evaluation Points

Grading scale=A=100 - 90; B= 89 - 80; C= 79 - 70; D= 69 - 60; F= 59 - 0

The weighting in Canvas gives percentage as if the percent was figured from total points in the course.

*Keep in mind grades will NOT be rounded up. For instance, if you receive an 89.2 in the course your final grade will be a B; If you receive an 89.9 in the course your final grade will not be rounded up to 90 and you will receive a B in the course. This is a steadfast rule and I will go strictly by your final class point totals. There will be a chance for some extra credit as well.*

Grades will be updated on Canvas as they are completed. Please note that your lecture grades will be determined by your lecture instructor, while your lab grades will be determined by your lab instructor.

### Academic integrity

“As members of the Clemson University community, we have inherited Thomas Green Clemson’s vision of this institution as a ‘high seminary of learning.’ Fundamental to this vision is a mutual commitment to truthfulness, honor and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.”

This issue of integrity is especially important in a hybrid course, especially in regards to original work and examinations. It is also important in regards to using someone else’s work in your own projects. Failure to clearly identify a source is considered dishonest.

### Students with Disabilities

Appropriate accommodations will be made for students with disabilities that are documented by Disabilities Services. It is expected that students will follow the policies and procedures of Disabilities Services:

<http://www.clemson.edu/studentaffairs/student-handbook/access-discrimination/students-with-disabilities.html>

Students should present a letter stating that the disability has been documented and requesting the specific accommodations during the first week of classes. Additionally, it is the responsibility of the student to give the professor one-week’s notice prior to each instance where an accommodation will be needed.

## The Clemson University Title IX (Sexual Harassment) Statement:

Title IX Policy: Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972.

The University is committed to combatting sexual harassment and sexual violence. As a result, you should know that University faculty and staff members who work directly with students are required to report any instances of sexual harassment and sexual violence, to the University's Title IX Coordinator. What this means is that as your professor, I am required to report any incidents of sexual harassment, sexual violence or misconduct, stalking, domestic and/or relationship violence that are directly reported to me, or of which I am somehow made aware.

*There are two important exceptions to this requirement about which you should be aware:*

Confidential Resources and facilitators of sexual awareness programs such as "Take Back the Night and Aspire to be Well" when acting in those capacities, are not required to report incidents of sexual discrimination.

Another important exception to the reporting requirement exists for academic work. Disclosures about sexual harassment, sexual violence, stalking, domestic and/or relationship violence that are shared as part of an academic project, a research project, classroom discussion, or course assignment, are not required to be disclosed to the University's Title IX Coordinator.

This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Ms. Alesia Smith is the Executive Director for Equity Compliance and the Title IX Coordinator. Her office is located at 223 Holtzendorff Hall, phone number is 864.656.3181, and email address is [alesias@clemson.edu](mailto:alesias@clemson.edu).

## Attendance Policy:

Regular and punctual attendance at all lecture and lab sessions is expected. Work in GC 2070 and GC 2071 proceeds at an intense pace that regular attendance is necessary to complete the work and obtain maximum benefits.

The academic resources of Clemson University are provided for your intellectual growth and development, and class attendance is critical to your education. Therefore, you should attend scheduled courses regularly to attain your academic goals.

In the event of an emergency or illness, make contact with Dr. Weiss or Dr. Blue ASAP, preferably before a class takes place. For an absence to be considered an excused absence, use the Notification of Absences form in Canvas to directly communicate with the instructor. If you are not sure where that is, see this [help sheet](#).

For any student asked to quarantine/isolate because of exposure to the virus, inform your instructor through the Notification of Absences, so that they know you will have to be online and can support your learning in the class. You will also need to discuss with me any make-up work if you are absent. We should stay in touch! Since this is an in-person course, you are expected to

return to in-person attendance once cleared by the University or once your illness/emergency is past.

Please be aware that notification of illness / emergency / quarantine must be received before your next class, and you should provide some sort of documentation. Documentation may include a notice from the university regarding quarantine, or confirmation that you had a doctor's appointment (whether in person or virtually).

It is **YOUR** responsibility as a student to sign in or check in to each lecture/lab with your instructor. Failure to sign in, even if you are present, will result in a recorded absence. Your instructors are not responsible for tracking you down to sign in or to track your attendance.

**The following rules apply:**

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1. **Students will be allowed a total of only 2 unexcused absences from scheduled 207 or 2071 meetings without penalty (either lectures or labs—an absence from any lecture is one absence; an absence from any lab is one absence).**
2. **On the 3<sup>rd</sup> unexcused absence participation grade will drop 25 points.**
3. **On the 4<sup>th</sup> unexcused your participation grade will drop an additional 25 points (for a total of 50)**
4. **On the 5<sup>th</sup> unexcused absence you will lose all 150 points from your participation grade.**
5. **Any additional absences will result in a full letter grade from your final calculated grade from the course. (One grade deduction for each absence after your 6<sup>th</sup>.) Please note you can fail the course from unexcused absences)**

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**Excused absences are:**

Those with a written explanation or receipt signed by a physician or the Clemson University Health Center; official University activities with a written excuse from the appropriate University official; and family/personal emergencies with a written excuse or receipt from the Office of Student Affairs. Excuses are expected within one week of the absence(s) and 3 days during the summer. If there is any question as to the nature of an absence, the student should seek out the instructor prior to the absence. In any case, it is the student's responsibility to advise the instructor, not the instructor's responsibility to trace the status of an absence. Note: An absence of any kind does not change due dates.

**Inclement Weather:**

If the University is cancelled due to inclement weather, lecture and/or lab will not be held. If you have a question about class meeting because of adverse weather please check the Canvas site and/or e-mail the instructor(s).

**Tardiness:** Punctual arrival at lecture and lab sessions is required. Each three (3) documented occurrences of unexcused tardiness will be treated as ONE absence. Each absence documented from unexcused tardiness will be treated as any other absence. (Tardy = late; not on time.)

**Roll:** It is the student's responsibility to initial/sign the roll sheet at both lecture and lab sessions upon arrival. Failure to sign in will result in an absence being recorded, and leaving during a session without advising the instructor may, at the instructor's judgment, be treated as an absence. *Also, if you miss a class (lecture or lab) and sign in for that missed class at a later date this will be a clear violation of the academic integrity agreement between you, your instructor, and Clemson University.*

**Communication:** Be sure to communicate directly and timely with your lecture and/or lab instructor. If you know you are going to miss a class, let them know. If you miss a class it is your responsibility to contact your instructor as soon as possible. With the world of smartphones, it is easy to send an email.

### General:

- Lectures will be administered in-person with a Zoom component for students not able to attend. Each week one live lecture will be held and the other lecture will include asynchronous work for you to complete and/or review. Lectures will be recorded with Zoom, but you are expected to attend in order to get credit for attending. (See the attendance policy above)
- Labs will also be administered similarly where you will meet in-person once a week and the second lab of the week will be completed virtually.
- Unannounced quizzes may be given at times throughout the semester. These quizzes cannot be made up if missed and are intended to benefit students who have been paying attention.
- Students desiring to withdraw from lecture and lab should see the instructor prior to terminating enrollment.
- Dr. Blue and Dr. Weiss will work with you in regards to missed classes and make up work, but it is the student's responsibility to reach out to their instructor to let them know what is going on.

### Miscellaneous:

#### Cost Sheets:

- A Cost Sheet (found on Canvas) should be completed as supplies are obtained throughout the project. Even materials used when mistakes are made should be recorded on the Cost Sheet. A completed Cost Sheet must be turned in at the end of the semester to Canvas that is completely filled out with each major project; lithography and screen-printing, to get credit. **You will turn this in as a digital file to the appropriate Canvas assignment upload while you complete the 1-credit lab portion of this class.**

#### Due Dates:

- Please note it is your responsibility to get your assignments submitted on time. Failure to submit an assignment on time will result in a loss of points. *This is YOUR responsibility* to submit your assignments on time. You will be given a due date sheet and due dates will be entered into the Canvas assignment submissions.

**Final Semester Due Dates: All projects are due before the start of the final exam. Otherwise any submissions after that date and time will not be graded.**

**Computer/network/printer problems don't count for lateness!**

## Incomplete grades for the course

The university policy states that a student must have only a minor part of the course work remaining to be completed and have a passing grade on the completed work to receive an incomplete. For this course, that would mean more than half of the lab assignments and more than half the homework/lecture assignments completed with all the exams completed, **and a passing grade in lab AND lecture at the time of the incomplete request to receive an incomplete grade.**

At the end of the semester, (the date will be posted by the day of the exam) students can immediately learn their final grades using their computer user ID and password and a touch-tone telephone (864) 656-2255, through the web iRoar site.

## Written Papers and Virtual Tours

Regular periodical reading and research is an integral part of a person's continued learning experience in a technical field. When you do an article review you should view it as practice on several learning areas:

1. Finding proper topical articles.
2. Assimilating the information so that you can summarize and comment (respond) to it. You may be asked to write a paper in a visual format rather than a traditional written style.
3. Properly giving credit to the authors of the information you found. (Web citations also)
4. Practice communicating what you found—that includes spelling, proper punctuation and grammatical conventions.
5. Knowing the difference between a vendor's "advertisement" and a review of a vendor's product by another "uninterested" observer. This is especially difficult with web sites.
6. You will be required to complete at least 1 written paper on an assigned topic as noted on the Lecture Schedule. Details for any papers will be posted on Canvas.
7. The written papers and virtual tour reports are due by 5 pm of the day they are due (submitted online). If the article reviews is handed in later than that, it will be reduced 10% of the final grade each day it is late.
8. **ALL** written articles will be written in a technical report format. A link to a Lynda.com tutorial on how to write a technical report will be provided on Canvas. Failure to write your articles in the proper style will result in a loss of points.

## Technical notebook:

**Handwritten:** To be turned in the final lab period of the course, this notebook should be **small enough to be carried** with you in lab. It does not need to be organized by dates.

You will submit your final notebook as a multi-page PDF. More details will be shared about this as the course gets going,.

It should include notes about:

- 1) Name on front
- 2) Covered at least 7 assignments
- 3) Things you are told about operation of equipment, and what you discovered in its operation
- 4) Equipment make and model, or supply maker and name used in projects
- 5) Problems you had and how they were solved.
- 6) Computer applications used and various operations done in the software, shortcuts.
- 7) Legibility
- 8) Evidence of continued use.

**PLEASE NOTE:** Your technical notebook should be an actual notebook. Do not rip out pages and turn those in, as this type of a submission will not be graded. In other words find a small notebook that you can take notes in through out the semester and be ready to turn this in at the end of the semester. You are welcome to continue using a notebook you started in GC 1040/1.

*Alternatively, if you have to, you can submit clean, loose leaf, pages that have been bound in some way other than just stapling, i.e. a three ring binder.*

**Digital:** Once completed, design/create a 16 (or more) page booklet about your experiences in this course. Your booklet should show some design work and include images. For instance use your phone to take photos of the various aspects of your projects and include those along with the text. The text in your final booklet is expected to come from your technical notebook, but will have to be typed out. Photos of your written pages are not acceptable for this project. For this reason it will be a good idea to type up your notes once in a while throughout the semester so it is easier to complete this final booklet at the end of the semester. Details of this will be posted on Canvas.

*This final booklet will be printed and produced during your 1-credit portion of this class.*

### **Suggested Textbook:**

*Print Production, Johansson|Lundberg|Ryberg, Wiley & Sons, New Jersey 2007*

### **Other optional printed resources**

- *Pocket Pal*, Bruno, Michael H, International Paper, Memphis, TN
- Jorgensen, G.W., Lavi, A., *Lithographic Pressman's Handbook*, Pittsburgh, PA, GATF, 1973.
- Ingram, Sam T., *Screen Printing Primer*, GATF, Pittsburg, PA. 1999
- Romano, Frank, *Condensed Handbook of Composition Input*, Arlington, VA, Graphic Communications Center, (no date).
- Romano, Frank. "Inkjet Volume 2 History, Technology, Markets and Applications. PIA/GATF Press. 2008
- Southworth, Miles, *Pocket Guide to Color Reproduction*, Livonia, NY, Graphic Arts Publishing Co., 1979.
- A Guide to Understanding Graphic Arts Densitometry, Booklet L7-093 (12/03) Williams, Robin, *The Mac Is Not a Typewriter*.
- Network Know-How, John Ross, 2009

**Additional references will be supplied as necessary throughout the course.**