



Duration:	8 weeks
Course:	Print Production
Instructor:	Patrick Duffy

Course Objective: Students are taught the standards and procedures for preparing and submitting artwork for production. Various printing processes for a variety of mediums are examined, including commercial offset, digital printing for short run, and silkscreen printing for wearable merchandise. Students learn how to capture or size-adjust digital images in correct resolution, to ensure best quality end results, and how to decipher the printing world terminology via spec sheets for any printing scenario. Various finishing techniques (bindery, die-cutting, varnishes) as part of the printing process are studied.

Bio: Patrick Duffy is Creative Director at Attention Design, a graphic design firm he created specifically to service the music industry. His relationship with the industry spans more than thirty years, beginning as an artist, then as an agent and artist manager, and ultimately focusing on graphic design after studying Advanced Advertising Design at George Brown. He has been a Consulting Art Director for EMI/Virgin Music Canada, for The Canadian Country Music Association (CCMA), and to the Small World Music Association (Toronto). He continues to work as a Principal Designer for Canadian Music Week (CMW), and is currently the Consulting Art Director to the Country Music Association of Ontario (CMAOntario) where he also serves on the Board of Directors, and teaches design in the Music Business Management program at Durham College (Oshawa). He is a JUNO Nominee for Album Design and has won nine Canadian Country Music Awards for Album Design, a distinction unequalled in the 30+ year history of that organization.

Week	Topic
1 - 2	- What are the various production processes – what process when (offset vs digital) - Setting up artwork ‘to spec’ so that artwork survives printing; resolution issues - When to use different colour modes (RGB vs CMYK vs Grayscale vs Special/PMS).
3 - 4	- Templates and spec sheets deciphered and demystified. - Various file formats explained, ie JPG vs TIF vs PDF, etc.
5 - 6	- Continuous tone vs line art, halftones, colour separations - Application of various colour modes to specific printing situations
7 - 8	- Setting up artwork for limited colour printing, ie t-shirt or other merch. Silkscreening - Limited production or short-run printing scenarios (banners, vehicle graphics, signage)
9 - 10	- Finishing techniques: bindery, die-cutting, specialty printing, costs associated with printing - Paper selection and effect of various types of paper on end result.
11 - 12	- Course review - Final exam

Evaluation

Attendance & Participation	25%
Final Exam	75%
Total	100%