

IT NUMBER	MODULE	SCOPE	EXAMINATION
PL: 181222	Pre-Media Technology and Color	7	8
PV: 181223			PL: KL, 90 Min. PV: LÜ
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PART 1: Pre-Media Technology and Color

Pre-media in printing is anything that happens to a piece of artwork to take it from its original state when completed by the creator to a form that is ready for public consumption. This can range from colour correcting a photograph to post production and colour management to preparing a PDF for printing. This includes various pre-press technologies and systems. Because pre-press is a specific type of pre-media, pre-press activities are considered a pre-media process.

This course introduces students to graphic communications manufacturing processes with emphasis on the variety of pre-media technologies available, and their application. Subject matter includes design, copy preparation, pre-media, proofing, materials, colorimetric science and colour management.

The second part of the course focuses on pre-press in particular which includes workflow systems or anything which starts with a PDF and ends up with non-impact printing or impact printing. Pre Press comprises CtP systems (Computer to Plate) and bespoke work flow systems for digital printing presses.

PART 2: Exercises in Pre-Media

The course 'Exercises in Pre-Media' is a hands-on course where students will be introduced to complex (and intricate) workflow systems.

Students start with the design process. This includes:

- Design: Preparing data, which includes copyediting and product photography, such as for a mail order catalog. Creating the layout is done using one of the leading design applications such as Adobe InDesign. The correction cycle includes processes such as proofreading and image retouching, for which Adobe Photoshop is the leading application.
- Preflighting: Before finished pages go through the remaining processes, a validation is done to check if all the data meet the necessary production requirements.
- Proofing: During the design phase there are already page proofs being created. Proofs are usually also made by the company that is responsible for the printing. This can be done for internal checks of the impositioning (imposition proofs).
- Imposition: Depending on the final output device a number of pages will be combined into signatures. Output to the final output device such as a digital press, filmsetter or CtP device. To output data, pages or complete flats have to be ripped or rendered. This process usually also includes:
 - colour separation
 - colour management
 - trapping
 - screening

Many of the above steps are nowadays heavily automated, by either stand-alone applications or prepress workflow systems. The automation also allows for more elaborate communication processes. PDF files are used in this process.

Increasingly the Internet is used for submitting jobs. This is referred to as web-to-print. When the data exchange focuses purely on page content, solutions range from using an FTP server or e-mail system to using file sharing tools such as DropBox or YouSendIt. A more sophisticated web portal adds functions such as pre-flighting and page approval.

A digital storefront enables a printer to not just capture page content but also order related information. Such a system can also facilitate reorders and allow print buyers to customize documents on-line. Job-related data such as the job ID or run length are exchanged between systems such as an MIS (Management Information System), a prepress workflow, press control system and finishing equipment. Protocols such as JDFallow systems from different vendors to exchange the necessary data.

Student projects may be published using other media besides print as well. For instance there are special tools and protocols such as XML to facilitate cross-media publishing.

LEARNING OUTCOME

- Be able to apply knowledge of pre-media technology and colour management systems appropriate to the discipline;
- Be able to identify technical and design requirements, and define the type of software and level of post production appropriate;
- Be able to operate and evaluate a workflow based system, process, component, or program to meet desired needs;
- To understand colour and colour management and be able to adjust images
- Be able to function effectively on teams to accomplish a common goal;
- Be able to communicate effectively with a range of audiences;
- Be able to analyse the impact of various workflow systems and pre-press software and colour management systems on different print processes, non-impact and impact;
- Recognise the need for and an ability to engage in continuing professional development;
- Be able to use current techniques, skills, and tools necessary for pre-media practice.