**Program Description**

The Pre-Media Technologies program prepares graduates for a wide array of career opportunities in the graphics industry with an emphasis on digital printing and packaging. Graduates are prepared to work in the industry in pre-press and technical support roles. Job duties often include all or some of the following: structural package design, photo retouching and restoration, application support and training, digital printing, large format print and installation, print measurement and validation, project management, sales, interactive content development, and workflow automation.

The program provides students instruction in color theory and color management, image capture and editing, page layout, production workflow, digital asset management, package layout and design, 3D visualizations and virtual reality, and more. Arts & Sciences curriculum both supports the students’ technical direction and enhances their oral and written communication skills, fundamental math skills, and critical thinking ability. The course of study culminates in an industry internship or capstone project where the students gain on-the-job experience.

**Dunwoody College of Technology:** a non-profit, private technical college since 1914.

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<tr>
<th>Credential Earned</th>
<th>AAS Degree</th>
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<tr>
<td>Classes Offered</td>
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<tr>
<td>Length of Program</td>
<td>2 years (4 semesters)</td>
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<td>Available Starts</td>
<td>Fall Semester only; for Fall only starts, students can take Arts &amp; Sciences courses in Spring</td>
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<tr>
<td>Further Study</td>
<td>Bachelor’s Completion Degree in Applied Management</td>
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<th>Degree Requirements</th>
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<td>GAPT2240</td>
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<td>ARTS1250</td>
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<td>ENGL1010</td>
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<tr>
<td>^ Or take GDES2140 Design for Animation &amp; Interactivity</td>
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<tr>
<td>^ Or take PREP2250 Pre-Media Capstone</td>
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**Common Job Titles**

- Structural Designer
- Prepress Technician
- Photo Retoucher
- Packaging Analyst
- Digital Press Operator

**Recent Employers**

- Central Package & Display
- Liberty Carton
- SGS
- Imagine! Print Solutions
- GMI

**Salary Data**

- **$44,410** Annual Average Salary

**Placement Rate**

- 100%**

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**How to Apply**

- dunwoody.edu
- 612.374.5800
- info@dunwoody.edu

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**Data reflects placement for AY2016-17 graduates indicating employment in their field of study within 6 months following graduation. Full data calculations are available for review during College open hours Monday through Friday 8 a.m. to 4 p.m. CT at Career Services or contact careerervices@dunwoody.edu.

AY2018-19 Revised: 6.18.18
Course Descriptions

GAPT1110 Design Principles & Applications, 3 cr.
Introduction to design principles and processes, including creative problem solving, design work flows, and industry best practices; includes typography, drawing, layout and composition. Explore Adobe Creative Suite.

GAPT1120 Pre-Media Principles & Applications, 3 cr.
Introduction to pre-media principles and processes. Input, edit, output and archive media assets for all possible print and online outcomes. Explore various pre-media workflows, using industry best practices.

GAPT1130 21st Century Graphic Communication, 3 cr.
Introduction to digital and analog print processes, and various bindery and finishing technologies. Prepare and test for Flexographic Technical Association Level One Certification.

GAPT1141 Introduction to Web Design, 1 cr.
Introduction to web design using a graphical user interface web development tool. Basics of HTML and CSS with an emphasis on web design principles and file management.

GAPT1150 Introduction to Color Theory, 1 cr.
The importance and power of color in graphic communication, brand identity, and color reproduction. Color psychology, science and applications. Hands-on exploration of RGB, LAB and CMYK color spaces.

GAPT1210 Packaging Design, 2 cr.
Investigate the concepts of folding carton design and production for retail and commercial use. Client-driven creation of a custom folding carton from structural design through finished branded prototype and formal presentation. Train on industry standard ArtiosCAD and Studio Visualizer software to produce virtual 3D animations and physical mock-ups.

GAPT1220 Applied Color Theory, 1 cr.
Practice the use of color from design through output. Color palettes, color matching systems, process and custom inks, color separating, color measurement, color indexing, introduction to color management.

GAPT1230 Image Composition & Effects, 1 cr.
Investigate Photoshop core competencies for designers and pre-media technicians related to image editing and compositing. Practice masking, layer organization and blending, basic color correction, vector/raster collage work, subject silhouetting, and creating shadows and reflections.

GDES1210 Typography, 2 cr.
Examine typographic principles with an overview of the history of type. Identify typographic vocabulary, and explain the use of typography as a tool to enhance visual interest and communication.

GDES1220 Design for Print, 2 cr.
Practice of basic design principles applied to projects destined for traditional print media. Create various print projects from concept, brand development and design asset coordination to print ready files. Demonstrate critical design analysis through classroom critiques.

CWE1000 Introduction to Web Languages, 2 cr.
Hypertext Markup Language (HTML), basic page structure, tags, link, text formatting, forms, tables, and debugging with trouble-shooting skills. Cascading Style Sheets (CSS), advanced formatting, and layout.

GDES1231 Vector Design, 1 cr.
Introduction to two-dimensional design through a study of principles and elements of design. Explore these principles and elements using Adobe Illustrator.

PREP1220 Advanced Image Editing, 1 cr.
A lab intensive investigation into high end color retouching and photo enhancement, cosmetic retouching, CameraRAW, advanced layer work and special effects.

GAPT2110 Color Management, 2 cr.
Cross-disciplinary course uniting design, pre-media and press students for the practical application of color managed work flows. Calibration, characterization, and conversion best practices. Team based creation and production of related color print samples managed across multiple devices.

PREP1220 Imposition & Variable Output, 2 cr.
Inquiry into the many techniques used for the organized output of multiple pages, designs or images. Page imposition, step and repeat, ganging and nesting are considered. Examine the basic software and workflow tools and techniques for personalized printing, variable data, and one-to-one marketing.

PREP1230 Job Engineering, 2 cr.
A lab-intensive inquiry into the planning, execution and automation of pre-media workflow in order to maximize efficiency, productivity and repeatability in a fast-paced networked environment. Use the latest high end pre-media software in conjunction with Adobe Creative Suite.

PREP2111 Advanced Structural Design, 2 cr.
A lab-intensive experience in the design and production of elaborate folded structures such as free standing displays and pop-up designs, as well as other paper, paperboard and corrugated structures including furniture and other recyclable and useful products. Students will produce virtualized 3D visualizations of designs prior to committing them to physical material. Opportunities to compete for national recognition in folding carton design may be available through this class.

GDES2140 Design for Animation & Interactivity, 2 cr.
Introduction to the concepts and tools used for creating time and motion based design including documents that involve user interaction. Students will create 2-D animations from storyboarding to finished stand alone or web-based projects.

GAPT2120 Web Graphics, 2 cr.
Introduction to web design from creating wire frames to finished html templates for web sites. Emphasis is on web page layout and the creation and formatting of the graphic elements on a web page.

PREP2210 Asset Management, 1 cr.
Industry's best practices related to the storage, back up, organization, cataloging, retrieval and repurposing of digital assets; includes naming conventions, compression techniques, metadata, RAID levels and cloud storage.

PREP2220 3-D Imaging, 1 cr.
The creation and manipulation of three-dimensional images intended for online use for video, animations and remote proofing, using Adobe Illustrator, Photoshop, ArtiosCAD and Studio Visualizer.

PREP2230 Large Format Production, 1 cr.
The creation, printing, finishing and installation of graphics intended for large and grand format inkjet output. Produce and install floor graphics, murals and wraps.

PREP2240 Pre-Media Portfolio, 1 cr.
The planning, organization and preparation of both physical and digital presentations demonstrating breadth of competencies and individual strengths, for the purpose of professional advancement.

GAPT2230 Business of Print, 1 cr.
The basics of print business operations, including profit and loss, equipment costs, rates and shift considerations, wages and benefits, and domestic versus offshore production. Other related topics include lean manufacturing and six sigma principles, as well as emerging shifts toward consultative practices, marketing and brand management, as practiced in the packaging and digital printing industries.

GAPT2240 Graphic Arts Industry Internship, 4 cr.
Applying and developing technical skills and professional behavior; monitored on-the-job work experience.

PREP2250 Pre-Media Capstone, 4 cr.
Applying and developing technical skills and professional behavior for pre-media technicians; a closely supervised, project-based experience.
Course Descriptions

ARTS1250 History of Design, 3 cr.
A survey of major movements and tendencies, and key figures in the development of graphic, craft, and industrial design between the mid-nineteenth century and the present day.

ENGL1010 English, 3 cr.
Analyze the research and essay-writing process for purpose, planning, drafting, and revision. Explore writing patterns and thought development. Incorporate concepts of grammar and usage, documentation, source relevancy and credibility. Focus is on clear, concrete writing.