GCM Graphic Communications Management

GCM 5090G Selected Topics in Graphic Communications
1-3 Credit Hours. 0-3 Lecture Hours. 0-6 Lab Hours.
This course is scheduled on an infrequent basis to explore special areas in technology and will carry a subtitle. Credit is variable from 1 to 3 semester hours. This special topics course is in keeping with established policies for offering a structured course on an infrequent basis. It will allow faculty to offer a course on a trial basis for possible approval at a later date. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Cross Listing(s): GCM 5090.

GCM 5234G Color Reproduction
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An exploration of professional color reproduction concepts and procedures related to the graphic communications and information technology industries. Topics include color theory, copy evaluation, color separation methods, color reproduction variables, color separation hardware and software, and color management systems. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3745 (requisite for Graphic Communications Management majors only, IT second discipline students and GCM minor students should consult with the assigned GCM program advisor).
Corequisite(s): GCM 5314G.
Cross Listing(s): GCM 5234.

GCM 5314G Color Reproduction Laboratory
1 Credit Hour. 0 Lecture Hours. 2 Lab Hours.
This is a hands on laboratory course. The laboratory activities include the following: test for abnormal color vision, color measurement and evaluation, color standards, color proofing, color scanning, color reproduction methods, color management systems, color reproduction techniques using Photoshop and other software. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3745.
Corequisite(s): GCM 5234G.
Cross Listing(s): GCM 5314.

GCM 5331G Flexography
3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.
Introduction to the flexographic printing industry. Discussions will include the design, techniques, processes, and manufacture of flexographic printed products. Activities will include setup and operation of a flexographic press. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3231.
Cross Listing(s): GCM 5331.

GCM 5332G Multimedia Presentations
3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.
Multimedia Presentations is the study of digital imaging applications for presentations. The course covers the creation of digital components for multimedia presentations, including sound, graphics, animation, and video technique, and their use in multimedia presentations for video, CD ROM, and the Internet. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 1631.
Cross Listing(s): GCM 5332.

GCM 5334G Imaging Systems
3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.
Imaging Systems is an in-depth course of how to effectively use, organize, and link imaging workstations, peripherals, systems, and files for information imaging. Current trends and issues of the industry are also covered. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3745.
Cross Listing(s): GCM 5334.

GCM 5335G Graphic Communications Management Topics
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Course topics focus specifically on managerial decisions as they uniquely apply to graphic communications, such as: facilities planning and production flow, trade customs, contracts, and quality control and testing. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3745.
Cross Listing(s): GCM 5335.

GCM 5434G Lithographic Reproduction
3 Credit Hours. 2 Lecture Hours. 3 Lab Hours.
Designed to introduce the student to image assembly for presswork. Topics include imposition layouts, image assembly, platemaking, proofing systems, press operation and safety. Graduate students will do a research project related to course content and present their finding to the class.
Prerequisite(s): A minimum grade of "C" in GCM 3231.
Cross Listing(s): GCM 5434.

GCM 5534G Digital Output Applications
3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.
Covers the utilization of electronic imaging technologies for output applications for information imaging. Specific topics include internet development and management, and print-on-demand development and management. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3231.
Cross Listing(s): GCM 5534.

GCM 5535G Estimating for Print Production
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Acquaints the student with various types of estimating practices used for print production. The student will learn how to measure cost centers, calculate materials used and conceptualize the production process. Application of principles applies to graphic communications, such as: facilities planning and production flow, trade customs, contracts, and quality control and testing. Graduate students will be given an extra assignment determined by the instructor that undergraduates are not required to complete.
Prerequisite(s): A minimum grade of "C" in GCM 3745.
Cross Listing(s): GCM 5535.