

<b>Department</b>	05 Technical Systems, Processes and Communication
<b>Course title</b>	Trends and Technologies in Graphic Communication: Packaging Prepress using Adobe Illustrator
<b>Course number</b>	
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	6
<b>Course objective</b>	<p>Problem solving strategies for the Graphic Communication Industry that integrate selected tools of design thinking, current software; current trends, practices and emerging digital topics.</p> <p>In detail:</p> <p>Packaging Prepress technology for flexible packaging, label printing, folding and corrugated cartons. Optimization of file preparation for both structure and graphics. Specification and management of automated workflows,</p> <ol style="list-style-type: none"><li>1. Identify packaging print characteristics for different print processes impacting prepress.</li><li>2. Produce professionally-constructed digital files using Adobe Illustrator, ensuring both structural and graphic elements are properly created.</li><li>3. Create label graphics using a modern digital workflow.</li><li>4. Following correct labeling requirements.</li><li>5. Use appropriate design principles.</li></ol>
<b>Prerequisites</b>	Basic knowledge on print and media technologies
<b>Recommended reading</b>	No textbook is required. Printed course handouts will be provided. Video tutorials will supplement the lectures.
<b>Teaching methods</b>	Lecture, assignments and development of portfolio.
<b>Assessment methods</b>	Term project, individual assignments will be assessed throughout the semester.
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Malcolm Keif
<b>Email</b>	N.N. (Please contact: Ulrich.Moosheimer@hm.edu)
<b>Link</b>	<a href="http://www.pm.hm.edu">www.pm.hm.edu</a>
<b>Course content</b>	<p>Selected topics from</p> <ul style="list-style-type: none"><li><i>Advanced Digital Typography</i></li><li><i>Advanced Consumer Packaging</i></li><li><i>Advanced Interactive Product Development for Packaging and Publication</i></li><li><i>Advanced Color Management</i></li><li><i>Advanced Digital Photography</i></li><li><i>Advanced Digital Printing</i></li><li><i>Advanced Flexography</i></li><li><i>Advanced Database concepts</i></li></ul>
<b>Exam</b>	Quizzes, written exams, research paper, project reports