

Approval Dates:  
Division \_\_\_\_\_  
CRC \_\_\_\_\_  
Board of Trustees \_\_\_\_\_

**MISSION COLLEGE**  
**ASSOCIATE DEGREE CREDIT COURSE OUTLINE**

**SECTION I Course Data**

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<b>COURSE NUMBER</b>	<b>COURSE TITLE</b>	<b>UNITS</b>
GRART 070	Graphic Arts Estimating	3.0

<b>LECTURE HOURS (PER WEEK)</b>	<b>LAB HOURS (PER WEEK)</b>
3.0	

**CREDIT / NO CREDIT OPTION**  YES  NO

**MAY THIS COURSE BE REPEATED?**  YES  NO; How many times? \_\_\_\_\_

**RECOMMENDED FOR CREDIT BY EXAMINATION?**  YES  NO

**CATALOG COURSE DESCRIPTION**

The study of calculating production costs in all phases of the Graphic Arts industry.

**DESCRIPTION FOR THE SCHEDULE OF CLASSES**

**ACCEPTABLE FOR TRANSFER CREDIT:**

California State University; Yes  No

University of California; Yes  No  (Check Yes to apply for UC transferability.)

**PREREQUISITE**

None

**COREQUISITE**

**SECTION II Course Content**

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**A. COURSE CONTENT AND SCOPE**

**1. STUDENT COURSE OBJECTIVES**

Upon completion of this course, a student will be able to:

- a. Identify the function of the estimator
- b. Establish standard production time and budgeted hourly cost rates
- c. Identify methods used to estimate printing
- d. Understand pricing procedures and profit in the Graphic Arts industry
- e. Use standard production data
- f. Be able to solve for a variety of printed jobs
- g. Figure costs for sheet fed and web fed presses
- h. Identify job specifications for estimating costs
- i. Estimate printing for single-color and multi-color work

**2. OUTLINE OF TOPICS TO BE ADDRESSED IN COURSE BY INSTRUCTOR**

- a. Understanding the offset printing process
- b. The function of the estimator
- c. The function of the printing salesperson
- d. Procedure for selling, estimating and quoting work
- e. Methods to establish production standards
- f. Function of cost estimating
- g. Pricing and profit in the printing industry
- h. Resources for information and gathering data
- i. Resources for information and gathering data
- j. Production standards and budgeted hour cost rates
- k. Production pricing considerations
- l. Computer systems for printing estimating
- m. Job opportunities in Graphic Arts estimating

**B. TITLE V REQUIREMENTS**

**1. APPROPRIATE READINGS AND TEXTBOOKS**

**a. TEXTBOOKS**

Ruggles, Philip. Printing Estimating, Principles and Practices.

**b. READINGS/OTHER**

Assigned readings will be given from the text, which is at the 11th grade reading level. In addition, other excerpts or periodical articles may be assigned as is appropriate. This course includes 6 hours of outside homework per week.

**2. WRITING ASSIGNMENTS, DEMONSTRATION OF ABILITY TO USE SYMBOL SYSTEMS OR DEMONSTRATION OF ABILITY TO APPLY SKILLS LEARNED IN THE COURSE.**

**3. APPROPRIATE OUTSIDE ASSIGNMENTS**

Homework reading will be assigned to students on a regular basis. A majority of reading will come from the text, and periodicals that cover the trends in technology in the field of Graphic Arts camera. Students also are given outside assignments to estimate costs of a variety of printed jobs. Students will demonstrate critical thinking by analyzing data, figuring costs, and making decisions that will make the difference between acceptable and unacceptable estimates.

**4. APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING.**

**5. CULTURAL PLURALISM; Yes \_\_\_\_\_ Not applicable \_\_\_\_\_**

**6. METHOD OF INSTRUCTION;**

Course is primarily lecture. Instruction is given in individual and group formats. Printed samples will be provided as well as samples in preparing mechanicals, stripping/image assembly, proofing and bindery/finishing areas.

**7. STUDENT EVALUATION**

- a. Grades received on lab assignments
- b. Quizzes
- c. Mid-term exam
- d. Final exam
- e. Completion of homework assignments
- f. Class participation

**8. CLASSIFICATION OF COURSE FOR MAJOR AND/OR GENERAL EDUCATION**

\_\_\_\_\_ No, this course is not for a major

\_\_\_\_\_ No, this course is not General Education

\_\_\_\_\_ Yes, I wish to use the course in a specific major and will fill out the supplemental **Form M**.

\_\_\_\_\_ Yes, I wish to apply for GE And will fill out the supplemental **Form G**.

**SECTION III Course Support**

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**NEEDS ASSESSMENT**

**DISCIPLINE AREA**

Graphic Arts

**RESOURCES NEEDED OR ANTICIPATED**

**PLAN FOR EVALUATION OF COURSE**

PREPARED BY: \_\_\_\_\_ DATE \_\_\_\_\_

CURRICULUM COMMITTEE DIVISION REPRESENTATIVE \_\_\_\_\_ DATE \_\_\_\_\_

**GRART 070**

**THIS OUTLINE MUST BE SUBMITTED WITH AN APPROPRIATE SIGNATURE FORM.**