Fullerton College Printing Technology instructors David McCormac and Dennis Howey are working closely with printing companies in Orange County to obtain a better understanding of how the industry is using new technology. In the past year the Printing Technology Department at Fullerton College, through various state grants and with the guidance of local industry representatives, has purchased state-of-the-art equipment and developed new courses to better prepare its students and the area’s workforce for jobs in today’s ever evolving printing industry.

To learn first-hand how industry uses new technology and the processes that pertain to the technology, Dennis Howey resorted to a tried and true learning method—job shadowing. Area companies like Dual Graphics, Best Label, WS Packaging and Label Tronics welcomed Mr. Howey with tours, demonstrations, and “hands-on training” on equipment such as the IGEN Digital Press, the Esko CDI, and the Indigo Digital Label Press. In addition to learning how new technology is changing the printing industry, Mr. Howey learned that the term “workflow” has become an integral part of the production process in the printing workplace.

In both the flexographic printing process and the conventional offset lithographic process, the term “workflow” denotes the steps used from the start of the job and through the production process that produces a quality printed product. In a commercial environment, these steps include color trapping, screening, RIPing, imposition, color management, proofing and plate making. Because of industry concern with shorter delivery times, waste reduction and total system costs, many companies are using workflow integration as part of their decision making process.

The FC Printing Technology instructors, recognizing significant role that integrated workflows have in industry, responded by purchasing and integrating the various systems into their curricula. Rampage, a popular workflow used throughout the printing industry was selected for use with the new Fuji/Screen computer-to-plate thermal plate processor and the Xerox “free flow” workflow allows the user to take printing files and prepare them from any workstation for output to the department’s Xerox 252 digital press. The department will soon have DeskPack, Esko’s most popular workflow software currently in use in label and flexible packaging manufacturing.

With the assistance from industry partners and with the new technology, FC students will have the skills needed to enter the printing workforce—heads and shoulders above the competition!
Digital imaging is changing the way we (printers) image a sheet of paper. Xerography, or Digital Printing, has been in use for many years, but today the quality of digital color is matched with offset lithography. The digital imaging market has evolved and it has grown, and this is creating a shift from the use of offset lithography to digital imaging. Digital imaging may never fully replace the offset printing process, but it now has a sizable share of today’s market. This revolutionary change from offset to digital imaging technology can be compared to the societal impact that Johann Gutenberg’s invention of movable type had on the written word in 1450.

The FC Printing Tech Department has finally joined the digital revolution! The department after months of research on the different technology available to the industry has purchased equipment and software that will change their curricula and will change the way students work in the classroom/printing floor. The Xerox 252 Digital imaging device allows the user to receive digital files, manage the files with the Xerox “Free Flow” workflow and then output them on the Docucolor 252. The XMpie variable data software provides the user with the ability to produce digital pieces that have variable images on each print. The XMpie software is used in the industry to produce advertisements with different information fields on each piece of work.

The new computer-to-plate system uses a digital thermal device, made by Screen that will image Ecomaxx-T metal plates. This digital device is sold through Fuji and offers some of the latest plate imaging technology. The system uses a laser to generate the heat that images the metal plate to hold a 200 lpi dot. This powerful imaging device is linked with the Rampage workflow software and to allow files to be output on the Fuji digital plate-making device. Students will develop skills in color management and imposition using Preps, and popular imposition software.

Also, recently purchased was the Esko CDI with the DuPont FAST digital flexo plate processing system. This system allows the user to learn the computer to plate process for imaging high quality flexographic printing plates. These plates will hold a 150 lpi dot. The purchase and use of Esko’s technology is a result of a partnership with Esko Artworks and DuPont to acquire the computer-to-plate technology used to produce the digital flexo plates. This new technology will help students learn how to fingerprint a flexo printing press, develop curves and conduct color management.
PIASC Offers Designing and Creating Effective Websites Workshop

In late January, the PIASC/RAISE Foundation, Centers for Applied Competitive Technologies, Economic & Workforce Development and Multimedia & Entertainment Initiative, co-sponsored the Designing and Creating Effective Websites taught by Mr. Juan Quintanilla, Digital Media Instructor, North Orange County Community College District/School of Continuing Education and held at the PIASC offices.

The workshop extended over five days, starting with HTML fundamentals where students learned how to view a websites HTML structure, write simple code instructions, create a form page and develop internal and external links. Next, students became acquainted with basic fundamental designing and coding of web pages using Dreamweaver, and finally on the last day students spent some time creating their own web page and learning some tips, and tricks to design and create an “A-List Website”. Students gave high marks for this excellent five-day program.

The next workshop is scheduled for May on Designing and Creating Interactive Multimedia Websites Using Adobe Flash and Flash Action Script.
The Art department offers 70 courses, (2) certificate programs (Arts Graphic Communication, Electronic Publishing) and (3) associate of arts degree programs (Arts Graphic Communication, Electronic Publishing, Art-Transfer). Several programs and courses are under development (T.E.A.M. program Technology, Entertainment, Animation and Multi-media).

The Animation department (a discipline under the Art department) offers four programs leading to AA degrees. Potential career directions include: animator, advertising artist, 3D model builder, character designer, audiovisual artist/designer, filmmaker (visual effects, production, director, cinematographer, camera person, film editor, sound engineer, film graphics/producer), video game designer, illustrator, layout artist, and digital photography.

Our Photography Department offers a total of eight skills certificate and certificate programs that lead to the Major Photography Certificate, and (two Associate of Arts Degrees). The field of photography offers a wide range of specializations that include commercial, journalistic, scientific, fine art, portrait and wedding photography.

Below are some examples of careers within the art and design industry as well as related industries where many artist and designer have migrated.

Art and Design at East Los Angeles College.

East Los Angeles College held its “Education to Career Fair 2008” on Thursday, October 23, 2008. This exciting event promotes not only careers but also highlights Career and Technical Education (CTE) Departments. Over 50 top notch employers and over 10 of ELAC’s CTE programs participated in the event providing valuable information to students.

Photography and Graphic Design (a discipline in the Art Department) are two of the ten CTE programs that participated. Students had an opportunity to speak with faculty and current ELAC students about the curriculum, job opportunities, and the design and photo profession and related fields.

Pictured at right are examples of career paths within the Art and Design Industry.

ELAC Students inquire about the Photography and Graphic Design program at the Education to Career Fair 2008.
10th Annual Media Arts Awards Competition

A highly talented group of aspiring media developers, artists and designers from California Community Colleges and high schools were recognized as Category winners and Merit Award recipients at the 2009 Media Arts Award Competition Showcase presentation on April 24.

The Multimedia & Entertainment Initiative’s annual competition recognizes the outstanding talents of students enrolled in media-related programs.

Students representing 60 community colleges and high schools submitted 475 entries in the program’s 15 categories. Award recipients are selected in a two-tiered evaluation process involving screening by faculty panels and judging by industry professionals at sites around California.

Industry partners involved in supporting the competition include: ACME Animation, Adobe, Apple, AutoDesk, ComputerLand and Lynda.com.

Students enjoy learning Printing Technology at Fullerton College!
Students receive Fullerton College Printing Tech Flexo Certificate

From left to right: Forrest Bradburn, Roger Ibarra, and Brian Stephens.

Enroll in the accelerated flexography program at Fullerton College and earn three industry recognized certificates in one semester, the Flexographic Technical Association (FTA) Level 1 and Level 2 Certificates and the FC Flexography Certificate. The FTA Level 1 and Level 2 certificates, recognized by industry anywhere in the United States, are awarded to students that receive an 80 percent or higher on their Level 1 and Level 2 flexographic exams. Students enrolled in the Introduction to Flexography class are given the Level 1 flexographic exam as part of their class final, and students enrolled in the Advanced Flexography class are given the FTA Level 2 flexographic exam as their final for the Advanced Flexography class. The FC Flexography Certificate is awarded to students that complete all three classes in the Accelerated Flexography Program with a "C" or better. The three classes are Introduction to Printing - Print 101, Introduction to Flexography - Print 85 and Advanced Flexography - Print 86. All three certificates will help students obtain employment in the label manufacturing industry!

Credits

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2009 Events

May 15
CACT and OCDMC sponsor Adobe Illustrator and Pre-Press Workshop at the NOCCCD offices. Contact Christie Campbell for information: 714.808.4617

May 18
Design 2 Print IDRC Advisory Meeting at Fullerton College

May 21
PIASC/Raise Foundation Graphic Communications/Academic Competition sponsored by PIASC, CACT and OCDMC held at the Fullerton College Campus Theatre. The five high school finalists are: Hart High School, Venice High School, El Camino Real High School, South Pasadena High School, and San Fernando High School.

One student - usually the student with the highest grade at the final Academic Challenge, will represent the high school finalist.