

Printing Estimating and Costs

I. Course Title

GCM 414, Printing Estimating and Costs, 3 semester credit hours
Department of Technology
Eastern Kentucky University

II. Course Instructor

Marlow J. Marchant, Ph.D., Professor
Office 220 Whalin Technology Complex, 622-1192
eMail : marlow.marchant@eku.edu

III. Course Description

Prerequisite: GCM 319. Methods and procedures of predetermining costs of printed products. The determination of equipment hourly rates and depreciation, costs centers, and equipment purchase decisions will be discussed with emphasis on computer related operations.

IV. Textbook

Ruggles, P. K. (1996). *Printing estimating: Costing methods for digital and traditional graphic imaging* (4th ed.). Albany, NY: Delmar.

V. Course Objectives

Upon completion of the course, each student will be able to:

- A. Demonstrate how the different printing processes relate to the cost of printing.
- B. Explain how to determine the costs involved in production printing.
- C. Calculate the actual cost of printing jobs.
- D. Explain how to develop a budgeted hourly wage system and list its advantages and disadvantages.
- E. Explain the role of computerized cost estimating.
- F. Use a computer spreadsheet program to assist with cost estimating.
- G. Write on the necessity of an efficient management information system.
- H. Trace the flow of a printing job through a company's organization.
- I. Explain the job function and roles of the cost estimator and scheduler and their relationship to the financial success of the company.

VI. Course Evaluation

Grading will be done with a point system. Assignments and examinations and their point values are listed in the Class Schedule. Assignments submitted beyond the due dates should receive a reduction in points. Letter grades will be assigned based on the percentage of points earned. After each assignment and exam has been graded, students will be sent, by e-mail, a summary of their scores and a projected letter grade.

A = 92-100%, B = 83-91%, C = 74-82%, D = 65-73%, F = <65%

VII. Attendance

Prompt attendance is very important. The instructor is to be contacted about attendance problems. Exams missed will be made up only in rare instances, and only if the instructor is contacted in advance of the exam.

VIII. Students with Disabilities

If you are registered with the Office of Services for Individuals with Disabilities, please make an appointment with the course instructor to discuss any academic accommodations you need. If you need academic accommodations and are not registered with the Office of Services for Individuals with Disabilities, please contact the office on the third

Course Outline

GCM 414

floor of the Student Services Building, by email at disabilities@eku.edu or by telephone at (859) 622-2933 V/TDD.
Upon individual request, this syllabus can be made available in alternative forms.

IX. Course Content

- A. Introduction

- B. Organization of a printing company
 - 1. Positions and duties
 - 2. Production flow

- C. The scope and Function of Printing Estimating
 - 1. Cost estimating
 - 2. The estimator
 - 3. Office procedures
 - 4. Estimating methods

- D. The printing industry
 - 1. General characteristics
 - 2. Marketing
 - 3. Pricing and Profit

- E. Budgeted hour cost rates
 - 1. Cost centers
 - 2. Production Standards
 - 3. Cost rates

- F. Printing orders
 - 1. Selling
 - 2. Customer service Representative
 - 3. Estimating
 - a. Costing
 - b. Pricing
 - 4. Invoicing

- G. Management Information Systems

- H. Estimating Materials
 - 1. Paper
 - 2. Ink
 - 3. Film
 - 4. Plates

- I. Estimating Prepress

- J. Estimating Presswork

- K. Estimating Postpress

- L. Scheduling
 - 1. Problems and procedures
 - 2. Scheduling systems