



## UNIVERSITI TEKNOLOGI MARA

### PMA524: PRINT ESTIMATION

<b>Course Name (English)</b>	PRINT ESTIMATION <b>APPROVED</b>		
<b>Course Code</b>	PMA524		
<b>MQF Credit</b>	2		
<b>Course Description</b>	This course is designed to enable student to understand the printing jobs estimation by cost centers that involved in the process of producing the printing product. This course is also apply a basic mathematics principle that related to the calculating the direct materials applicable in the printing industry. This includes addition, subtraction, multiplication, division, fractions, percentages and appropriate conversions used in the printing industry. The students will be also exposed to manual job estimating and pricing methodology as well as enhance preparing quotation using the estimating software.		
<b>Transferable Skills</b>	This course is designed to enable student to understand the printing jobs estimation by cost centers that involved in the process of producing the printing product. This course is also apply a basic mathematics principle that related to the calculating the direct materials applicable in the printing industry. This includes addition, subtraction, multiplication, division, fractions, percentages and appropriate conversions used in the printing industry. The students will be also exposed to manual job estimating and pricing methodology as well as enhance preparing quotation using the estimating software.		
<b>Teaching Methodologies</b>	Lectures, Demonstrations		
<b>CLO</b>	CLO1 Determine the cost quotation process according to specification in print production CLO2 Construct the cost of paper and board, printing ink and other cost centre CLO3 Explain the appropriate printing method, paper and board for various printing jobs according to press sheet cuts from standard or parent paper sizes		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"><tr><td><b>Recommended Text</b></td><td><ul style="list-style-type: none"><li>• PIRA International. Randalls Road.Surrey.UK 1993, <i>Print Management</i></li><li>• Adams, J. Michael. et al, <i>Printing Technology</i>, 3rd Edition Ed.</li><li>• Dejidas Lloyd P. and Destree Thomas M, <i>Sheetfed Offset Press Operating</i></li><li>• Arts Technical Foundation. United State of America., <i>Printing Plant Layout and Facility Design</i></li><li>• Kaj Johansson, Peter Lundberg, Robert Ryberg, <i>A Guide To Graphic Print Production</i></li><li>• Hird, Kenneth F, <i>Offset Lithography Technology</i>, The Goodheart - Willcox Company. Inc. Tinley Part, Illinois</li><li>• Speirs Hugh M, <i>Introduction to Offset Litho Printing</i>, Pira International Ltd</li></ul></td></tr></table>	<b>Recommended Text</b>	<ul style="list-style-type: none"><li>• PIRA International. Randalls Road.Surrey.UK 1993, <i>Print Management</i></li><li>• Adams, J. Michael. et al, <i>Printing Technology</i>, 3rd Edition Ed.</li><li>• Dejidas Lloyd P. and Destree Thomas M, <i>Sheetfed Offset Press Operating</i></li><li>• Arts Technical Foundation. United State of America., <i>Printing Plant Layout and Facility Design</i></li><li>• Kaj Johansson, Peter Lundberg, Robert Ryberg, <i>A Guide To Graphic Print Production</i></li><li>• Hird, Kenneth F, <i>Offset Lithography Technology</i>, The Goodheart - Willcox Company. Inc. Tinley Part, Illinois</li><li>• Speirs Hugh M, <i>Introduction to Offset Litho Printing</i>, Pira International Ltd</li></ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		