UNIVERSITI TEKNOLOGI MARA

PMA550: DIGITAL AND VARIABLE DATA PRINTING

Course Name (English)	DIGITAL AND VARIABLE DATA PRINTING `APPROVED`
Course Code	PMA550

MQF Credit	2

Course Description	Established and emerging digital printing technologies are examined in detail, with a focus on technological characteristics and optimal applications of each. The role and position of digital printing technologies in the printing industry is a main theme. Applications of digital printing technologies in regards to variable data printing, print on demand production strategies, web-to-print processes and production workflows are main topics of discussion. Students learn data management practices, including data scrubbing and cleansing.

Transferable Skills	Troubleshooting, management

Teaching Methodologies	Lectures, Demonstrations, Tutorial

CLO	CLO1 Determine the advance theory and concept of on demand digital printing. CLO2 Explain data driven print in accordance to production steps in digital printing. CLO3 Explain the value proposition of digital printing services.

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	• Gyncild, B. 2015, *Adobe Acrobat DC classroom in a book*, Adobe Press San Jose, California • Wood, B. 2015, *Adobe Illustrator CC 2015 Classroom in a Book*, Peachpit San Francisco, California • Anton, Kelly Kordes 2015, *Adobe InDesign CC Classroom in a Book*, Peachpit San Francisco, California • Stevenson. L. D. 2011, *Handbok of Printing Processes.*, GATF Publication
	Reference Book Resources	• David Bann 2012, *The All New Print Production Handbook*, Page One Publishing Private Limited Singapore • Kaj Johansson,Peter Lundberg,Robert Ryberg 2011, *A Guide to Graphic Print Production*, John Wiley & Sons [ISBN: 9780470907924] • Schewe, J. 2014, *The digital print: preparing images in Lightroom and Photoshop for printing*, Peachpit Press Berkeley, California:

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources