



UNIVERSITI TEKNOLOGI MARA

PMA614: PRINT PORTFOLIO DEVELOPMENT

Course Name (English)	PRINT PORTFOLIO DEVELOPMENT APPROVED		
Course Code	PMA614		
MQF Credit			
Course Description	Liaising with real life clients and producing products by taking into considerations the quality, time management, cost, operations and manpower can provide the students with a better understanding on how the industry works. Students will need to evaluate their products and produce a report of their production processes.		
Transferable Skills	Demonstrate ability to investigate problems and provide effective solutions.		
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Supervision		
CLO	CLO1 To differentiate pre-press, press, and post-press process knowledge, production, and material planning and handling to produce a marketable printed product. CLO2 To measure effective material and cost involved in producing a marketable printed product. CLO3 To justify real life problems and provide solutions and alternatives for client.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Bann, D. 2006, <i>The All New Print Production Handbook.</i>, Page One UK• Porter, D. 1993, <i>Print Management</i>, Pira International UK• Kipphan, H. 2001, <i>Handbook of Print Media: Technologies and Production Methods</i>, Springer-Verlag Berlin Heidelberg Germany• Jurgens, M.C. 2009, <i>The Digital Print</i>, Thames & Hudson USA• David Dabner 2003, <i>Design and Layout: Understanding and Using Graphics</i>, Quarto Publishing plc London</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Bann, D. 2006, <i>The All New Print Production Handbook.</i>, Page One UK• Porter, D. 1993, <i>Print Management</i>, Pira International UK• Kipphan, H. 2001, <i>Handbook of Print Media: Technologies and Production Methods</i>, Springer-Verlag Berlin Heidelberg Germany• Jurgens, M.C. 2009, <i>The Digital Print</i>, Thames & Hudson USA• David Dabner 2003, <i>Design and Layout: Understanding and Using Graphics</i>, Quarto Publishing plc London
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		