



UNIVERSITI TEKNOLOGI MARA

PMA620: MAJOR PROJECT

Course Name (English)	MAJOR PROJECT APPROVED				
Course Code	PMA620				
MQF Credit	6				
Course Description	This course is designed to prepare students for their coming career in the print media industry. 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				
Transferable Skills	Presentation Research Discussion				
Teaching Methodologies	Lectures, Case Study, Practical Classes, Discussion, Presentation, Supervision				
CLO	CLO1 To measure effective material and cost involved in producing a marketable printed product CLO2 To differentiate prepress, press and post press process knowledge, production and material planning and handling to produce a marketable printed products 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">• Noor Hayati Hj. Mokhtar 2014, <i>Inovasi Pembungkusan Makanan Efektif</i>, MPH Publisher Kuala Lumpur• Michel H. Bruno 1992, <i>Pocket Pal</i>, International Paper Company, Memphis USA</td></tr><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">• Jurgens, M.C 2009, <i>The Digital Print</i>, Thames & Hudson.• Edwin Visser 2009, <i>Packaging Design. A Cultural Sign</i>, Index Books Spain• Steven DuPuis, John Silva 2008, <i>Package Design Workbook: The Art and Science of successful Packaging</i>, Rockport Publishers• Bann, D 2006, <i>The All New Print Production Handbook</i>• Kipphan, H 2001, <i>Handbook of Print Media: Technologies and Production Methods.</i>, Springer-Verlag Berlin Heidelberg Germany• Porter, D 1993, <i>Print Management</i>, Pira International, UK• Donald L. Abbott 1989, <i>Packaging Perspectives</i>, Kendall/Hunt Pub. Co</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Noor Hayati Hj. Mokhtar 2014, <i>Inovasi Pembungkusan Makanan Efektif</i>, MPH Publisher Kuala Lumpur• Michel H. Bruno 1992, <i>Pocket Pal</i>, International Paper Company, Memphis USA	Reference Book Resources	<ul style="list-style-type: none">• Jurgens, M.C 2009, <i>The Digital Print</i>, Thames & Hudson.• Edwin Visser 2009, <i>Packaging Design. A Cultural Sign</i>, Index Books Spain• Steven DuPuis, John Silva 2008, <i>Package Design Workbook: The Art and Science of successful Packaging</i>, Rockport Publishers• Bann, D 2006, <i>The All New Print Production Handbook</i>• Kipphan, H 2001, <i>Handbook of Print Media: Technologies and Production Methods.</i>, Springer-Verlag Berlin Heidelberg Germany• Porter, D 1993, <i>Print Management</i>, Pira International, UK• Donald L. Abbott 1989, <i>Packaging Perspectives</i>, Kendall/Hunt Pub. Co
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Article/Paper List	This Course does not have any article/paper resources				
Other References	<ul style="list-style-type: none">• n/a Jab. Kemajuan Islam Malaysia <i>Akta-akta berkaitan Logo Halal</i>, Jab. Kemajuan Islam Malaysia, Malaysia http://www.islam.gov.my/halal/halal018.h tml				