



UNIVERSITI TEKNOLOGI MARA

PMT240: COLOUR REPRODUCTION

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| Course Name (English) | COLOUR REPRODUCTION APPROVED | | | | |
| Course Code | PMT240 | | | | |
| MQF Credit | 3 | | | | |
| Course Description | This course specifically emphasis on colour reproduction concept. The review of colour fundamentals, colour perception and colour measurement. Colour reproduction practices are covered in the ink-paper-press system and the chapters on colour originals and colour separation. Chapter on colour system analysis and colour reproduction objectives defines what constitute colour reproduction excellence and explain how all productions elements must be linked if this goal is to be achieved. The final chapters explore the particular colour requirements of individual printing markets, and describe the use of colour proofs and colour communication techniques to help achieve customer objectives. | | | | |
| Transferable Skills | Demonstrateability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts | | | | |
| Teaching Methodologies | Lectures, Demonstrations, Discussion, Computer Aided Learning | | | | |
| CLO | CLO1 To identify the fundamental concepts of colour reproduction. CLO2 To discuss the application of colour proofs in print production. CLO3 To demonstrate the correct colour reproduction process. | | | | |
| Pre-Requisite Courses | No course recommendations | | | | |
| Reading List | <table border="1"><tr><td>Recommended Text</td><td>• EIZO, <i>Color Management Handbook</i>, Version 3 Ed.</td></tr><tr><td>Reference Book Resources</td><td>• Rick Sutherland, Barbara Karg 2003, <i>Graphic Designer's Color Handbook</i>, Rockport Pub [ISBN: 1-56496-935-5] • Tom Fraser, Adam Banks 2004, <i>Designer's Color Manual</i>, Chronicle Books [ISBN: 9780811842105] • Ken Pender 1998, <i>Digital Colour in Graphic Design</i>, Taylor & Francis [ISBN: 0240515277] • Terry Lee Stone, Sean Adams, Noreen Morioka 2006, <i>Color Design Workbook</i>, Rockport Pub [ISBN: 9781592531929]</td></tr></table> | Recommended Text | • EIZO, <i>Color Management Handbook</i> , Version 3 Ed. | Reference Book Resources | • Rick Sutherland, Barbara Karg 2003, <i>Graphic Designer's Color Handbook</i> , Rockport Pub [ISBN: 1-56496-935-5] • Tom Fraser, Adam Banks 2004, <i>Designer's Color Manual</i> , Chronicle Books [ISBN: 9780811842105] • Ken Pender 1998, <i>Digital Colour in Graphic Design</i> , Taylor & Francis [ISBN: 0240515277] • Terry Lee Stone, Sean Adams, Noreen Morioka 2006, <i>Color Design Workbook</i> , Rockport Pub [ISBN: 9781592531929] |
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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 | | | | |