



UNIVERSITI TEKNOLOGI MARA

PMT350: PACKAGING PRODUCTION

Course Name (English)	PACKAGING PRODUCTION APPROVED				
Course Code	PMT350				
MQF Credit	3				
Course Description	Students have fundamental knowledge and information related to the issue of packaging, packaging equipment and related technologies as well as the basic knowledge about packaging materials, packaging, functions and selection of proper packaging. Emphasis is placed on understanding product properties and the different and sometimes conflicting requirements and expectations at each stage of the life of the product, and thus deriving packaging solutions to meet these requirements and expectations.				
Transferable Skills	Demonstrate ability to identify and articulate self-skills, knowledge and understanding confidently and in a variety of contexts.				
Teaching Methodologies	Lectures, Discussion, Presentation				
CLO	CLO1 Explain the printing movement industry scenario and the importance of packaging production. CLO2 Redesign packaging based on new idea with appropriate printing method CLO3 Build a packaging product based on specific criteria.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• 1995, <i>FLEXOGRAPHY – Principal and practices</i>, Foundation of Technical Association, Inc. New York New York</td></tr><tr><td>Reference Book Resources</td><td>• Hunt, R. W. G 1991, <i>Measuring Colour</i>, 2nd ed Ed. • Green, P 1995, <i>Understanding Digital Colour</i>, Graphic Arts Technical Foundation Pittsburgh (PA) • Kipphan, H 2001, <i>Handbook of Print Media :Technologies and Production Methods.</i>, Springer – Verlag Berlin Heidelberg New York</td></tr></table>	Recommended Text	• 1995, <i>FLEXOGRAPHY – Principal and practices</i> , Foundation of Technical Association, Inc. New York New York	Reference Book Resources	• Hunt, R. W. G 1991, <i>Measuring Colour</i> , 2nd ed Ed. • Green, P 1995, <i>Understanding Digital Colour</i> , Graphic Arts Technical Foundation Pittsburgh (PA) • Kipphan, H 2001, <i>Handbook of Print Media :Technologies and Production Methods.</i> , Springer – Verlag Berlin Heidelberg New York
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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				

