



UNIVERSITI TEKNOLOGI MARA

ADE402: DIGITAL PRINTING FUNDAMENTALS

Course Name (English)	DIGITAL PRINTING FUNDAMENTALS APPROVED
Course Code	ADE402
MQF Credit	3
Course Description	no description provided
Transferable Skills	Demonstrate lifelong learning and presentation skills
Teaching Methodologies	Lectures, Case Study, Tutorial
CLO	CLO1 Determine the advance theory & concepts of on-demand digital printing CLO2 Perform basics of digital printing in accordance to production steps CLO3 Explain the value proposition of digital printing services.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.0 Advance Digital Imaging Technology 1.1) Imaging Technologies 1.2) Digital versus traditional printing 1.3) RIP 1.4) Paper handling 1.5) Finishing 1.6) Color 1.7) Substrate 1.8) Printing speed	
2. 2.0 Printed Products 2.1) Advantages of Digital Printing 2.2) Common Digital Printing Applications 2.3) Print On Demand	
3. 3.0 Workflows 3.1) File creation 3.2) Color management 3.3) File transfer 3.4) Preflight 3.5) Imposition 3.6) Proofing 3.7) Quality Control 3.8) Storage of file for reprint	
4. 4.0 Operations 4.1) Print Job instructions 4.2) Maintenance calibration 4.3) Roles & responsibilities 4.4) Skills & training required 4.5) Production metrics 4.6) Pressroom environment	

5. 5.0 Fundamentals to Data driven print: strategy and implementation

- 5.1) The power of personalization
- 5.2) Data driven print in the integrated media world
- 5.3) The current state of data driven communications
- 5.4) A strategic framework for data driven print
- 5.5) Information technology requirements for producing data driven print
- 5.6) Matching digital printing infrastructure to market focus
- 5.7) Creating the right business strategy and system for selling data driven print
- 5.8) Measuring success: closing the feedback loop
- 5.9) The intelligent use of data driven print

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Performance test. Practical skills, Guided responses	30%	CLO2
	Assignment	Digital Printing Basic, how digital printing works, Digital vs offset, benefits and advantages of digital printing & technical challenges.	50%	CLO1
	Presentation	Group presentation.	20%	CLO3

Reading List	Recommended Text	
	Reference Book Resources	

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