



UNIVERSITI TEKNOLOGI MARA

EAD401: BASIC PRINTING PROCESSES

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| Course Name (English) | BASIC PRINTING PROCESSES APPROVED |
| Course Code | EAD401 |
| MQF Credit | 2 |
| Course Description | This course provides an introduction to the nature of printing industry. This course is designed to help second year students to develop a better understanding of the learning the basic principles and practices of the printing workflow and techniques. It will introduce the students to the procedures and processes that are required from the start to finish in order to manufacturing the printing product. The course also describes to the students the sector in printing industry and the various carrier opportunities within the industry. |
| Transferable Skills | This course enhances the development of printing processes. It includes the trend of print media and printing technologies |
| Teaching Methodologies | Lectures, Blended Learning, Field Trip, Problem Based Learning (PBL), Workshop |
| CLO | CLO1 Explain the concept of printing processes in printing industry. CLO2 Describe workflow in the printing manufacturing processes CLO3 Discuss the printing technologies with Printing Master |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction to Communication Technologies 1.1) Print Media 1.2) Overview of the printing industry 1.3) Knowing printed products | |
| 2. Communication Technologies 2.1) Distribution and Market volume 2.2) Trends and scenario for the future 2.3) Changes in traditional printing sector | |
| 3. Overview of Prepress Workflow 3.1) Composition 3.2) Reproduction 3.3) Assembly & platemaking | |
| 4. Overview of Prepress workflow 4.1) Overview of Digital Prepress | |
| 5. Principle of Image carrier 5.1) Relief 5.2) Planographic 5.3) Recess 5.4) Porous | |
| 6. Printing processes 6.1) Overview of printing technologies with a Printing Master 6.2) direct printing method 6.3) Indirect printing method 6.4) Comparative between printing technologies with printing master and printing technologies without Master (NIP) | |
| 7. Basic to Letterpress/Flexography printing process 7.1) Basic to Flexography printing process | |

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| 8. Basic to Offset Lithography printing process 8.1) Basic to Offset Lithography printing process |
| 9. Basic to Gravure printing process 9.1) Basic to Gravure printing process |
| 10. Basic to screen printing process 10.1) Basic to screen printing process |
| 11. Overview of Postpress / finishing workflow 11.1) Overview of Postpress / finishing workflow 11.2) The relationship of printing to print finishing 11.3) Basic Binding terminology 11.4) Basic finishing terminology |

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| Assessment Breakdown | % |
| Continuous Assessment | 100.00% |

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| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
| | Assignment | Problem Based | 30% | CLO1 |
| | Test | Impact printing process. letterpress/flexography offset lithography gravure screen printing | 40% | CLO3 |
| | Written Report | Written report to printing industry | 30% | CLO2 |

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| Reading List | Recommended Text | <ul style="list-style-type: none"> • Kaj Johansson, Peter Lundberg, Robert Ryberg, <i>A Guide To Graphic Print Production</i> • Green. P., <i>Understanding Digital Color 2nd edition</i> • Dejidas Lloyd P. and Destree Thomas M, <i>Sheetfed Offset Press Operating, 2nd Edition.</i> • Kipphan, H. 2001, <i>Handbook of Print Media</i> |
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| Article/Paper List | This Course does not have any article/paper resources |
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| Other References | This Course does not have any other resources |
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