



UNIVERSITI TEKNOLOGI MARA

EAD404: PRINT PRODUCTION

Course Name (English)	PRINT PRODUCTION APPROVED
Course Code	EAD404
MQF Credit	2
Course Description	This course provides an overview to the nature of printing industry. This subject teaches students practical skills in creating design or artwork using the standard design software, through practical labs that take the student from beginner to intermediate skill levels for their elective subject. It also introduces students to the concepts and practice of print production and design. Through this subject, will extend student understanding of the impact of changing technologies on printing production.
Transferable Skills	Demonstrability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Studio, Presentation
CLO	CLO1 Identify print production process to produce a marketable printed products. CLO2 Understand print-based media production techniques and technology. CLO3 Be able to develop ideas and originate designs for print-based media products
Pre-Requisite Courses	No course recommendations
Topics	
1. Graphic & Print Production 1.1) The Graphic Print Production Workflow 1.2) Planning Graphic Print Production	
2. Project proposal and planning. 2.1) Choosing project & draft the planning of related title.	
3. The Computer 3.1) The software	
4. Color Management 4.1) What is Color 4.2) The Eye and Color 4.3) RGB: Addictive Color 4.4) CMYK: Subtractive Color	
5. Digital Images 5.1) Objects & Pixel Graphics 5.2) Colour Modes 5.3) Resolutions & File Format 5.4) Scanner & Scanning Images 5.5) Digital Photography	
6. Image Editing 6.1) What is A Good Images 6.2) Discussing Image Quality & Images 6.3) Images Editing	
7. Layout & Design 7.1) Layout Work 7.2) Typefaces, Font & Typography 7.3) Layout Design & Images	

8. Printing Process 8.1) Different Printing Techniques 8.2) Print Makeready 8.3) Printing Inks & Enviromental Issues
9. Binding & Finishing 9.1) Different Types of Binding & Finishing 9.2) Before Binding & Finishing
10. Final Presentation 10.1) N/A

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Project Proposal	10%	CLO1
	Assignment	Progress of project 1	30%	CLO2
	Final Project	Progress of project 2	30%	CLO2
	Presentation	Final Presentation	30%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Bann, D., <i>The All New Print Production Handbook.</i>, . Page One. • Porter, D., <i>Print Management</i>, Pira International, UK • Kipphan, H, <i>Handbook of Print Media: Technologies and Production Methods</i>, Springer-Verlag Berlin Heidelberg, Germany. • Jurgens, M.C., <i>The Digital Print.</i>, Thames & Hudson. 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			