UNIVERSITI TEKNOLOGI MARA

EAD406: DIGITAL PRODUCTION

Course Name (English)	DIGITAL PRODUCTION APPROVED
Course Code	EAD406

MQF Credit	2

Course Description	This course is designed to prepare students for their coming career in the print media industry. Liaising with real life clients and producing products by taking into considerations the quality, time management, cost, operations and manpower can provide the students with a better understanding on how the industry works. Students will need to evaluate their products and produce a report of their production processes. Students will need to present their work in the final assessment

Transferable Skills	Demonstrate professional skills, knowledge and competencies.

Teaching Methodologies	Lectures, Case Study, Practical Classes, Discussion

CLO	CLO1	To differentiate prepress, press and post press process knowledge, production and material planning and handling to produce a marketable printed products
	CLO2	To measure effective material and cost involved in producing a marketable printed product
	CLO3	To justify real life problems and provide solutions and alternatives for client

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Major Project 1.1) 1. Course objective
2. Topic 2.1) 1. Choosing client and project (products) 2.2) 2. Client and project validation
3. Drafting proposal 3.1) 1. Proposal and presentation
4. Presenting Proposal 4.1) 1. Data collection on material and processes 4.2) 2. Information analysis 4.3) 3. Documentation
5. Work scheduling / planning and production 5.1) 1. Printing schedulling
6. Production/Design 6.1) 1. Major SM74 6.2) 2. Major GTO52
7. Project Presentation for Major Projects 7.1) 1. Major SM74 7.2) 2. Major GTO52
8. Production 8.1) 1. Major SM74
9. Production 9.1) 1. GTO52
10. Production 10.1) 1. Costing 10.2) 2. Printing problems

11. Project Presentation 2 (Design for Minor Products) 11.1) 1. Data collection on material and processes 11.2) 2. Information analysis 11.3) 3. Documentation
12. Production (Minor products) 12.1) 1. Silk screen 12.2) 2. Light Box 12.3) 3. Standee 12.4) 4. Bunting, banner or backdrop
13. Final Report 13.1) Final report
14. Final Assessment 14.1) Internal and External

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	10%	CLO1
	Assignment	n/a	10%	CLO2
	Assignment	n/a	20%	CLO3
	Assignment	Final Test	60%	CLO1

Reading List	Recommended Text	• **Noor Hayati Hj. Mokhtar 2014, *Inovasi Pembungkusan Makanan Efektif*, MPH Publisher Malaysia** • **Porter, D 1993, *Print Management*, Pira International UK** • **Michel H. Bruno 1992, *Pocket Pal*, International Paper Company, Memphis TN 38197 USA**
	Reference Book Resources	• **Jurgens, M.C 2009, *The Digital Print*, Thames & Hudson** • **Edwin Visser 2009, *Packaging Design. A Cultural Sign*, Index Books Spain** • **Steven DuPuis, John Silva 2008, *Package Design Workbook: The Art and Science of successful Packaging*, Rockport Publishers** • **Bann, D 2006, *The All New Print Production Handbook*, Page One** • **Kipphan, H. 2001, *Handbook of Print Media: Technologies and Production Methods*, Springer-Verlag Berlin Heidelberg Germany** • **Donald L. Abbott 1989, *Packaging Perspectives*, Kendall/Hunt Pub. Co**
Article/Paper List	This Course does not have any article/paper resources	
Other References	• **n/a Jab. Kemajuan Islam Malaysia *Akta-akta berkaitan Logo Halal* http://www.islam.gov.my/halal/halal018.h tml**	