Course Name (English)	FUTURE TREND IN PRINTING APPROVED
Course Code	PMA612

MQF Credit	3

Course Description	This course is designed to prepare students with knowledge in research and handling on event management by inviting experience people and master in printing area by giving talks to the student. The students are exposed with knowledge in method and research, survey and identifying various problem and questions in printing and publishing with a focus on strategic technology. The students are encouraged to participate in discussion in direction of future trends in printing and publishing industries with development of digital era and information technology system and Malaysia multimedia information system. Upon the exposure, the students are capable to drive of change in the print media industry, advances in print and digital media, finance and marketing strategies, and the management of quality in products and services. We expected the student able to solving the problems from the research regard s to related topics given related to environment, human resources, machines and methods and economics and social.

Transferable Skills	Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks

Teaching Methodologies	Lectures, Seminar/Colloquium, Presentation

CLO		
	CLO1	To recognize the different type of process in printing through past, present and future
	CLO2	To describe the roles of the media in publishing, commercial printing, packaging printing, label and security printing
	CLO3	Demonstrate a good example in research of finding future trend technology and development in machines, man power and material

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Future Trends in printing related Malaysian industries 1.1) n/a
2. Development and Change of Technology 2.1) n/a
3. The Important of Printing Media Process 3.1) n/a
4. The Important of Commercial Publishing Process 4.1) n/a
5. Application of Technology in Print Media 5.1) n/a
6. Application of Technology in Publishing Media 6.1) n/a
7. Development on Current Issues 7.1) n/a
8. Development on Data Collection 8.1) n/a
9. Process to System Documentation & Protection 9.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written assignment first talk	20%	CLO1
	Assignment	Written assignment talks 2	20%	CLO1 , CLO2
	Assignment	Written assignment talks 3	20%	CLO1 , CLO2

Reading List	Recommended Text	• Helmut Kipphan 2001, *Handbook of Print Media*
	Reference Book Resources	• Alan Pipes 2004, *Production for Graphic Designer*
		• Helmut Kipphan 2001, *Handbook of Print Media*
		• Kipphan, H 1993, *Color Measurement Methods and Systems in Printing Technology and Graphic Arts Proceedings*
		• Kaj Johansson, Peter Lundberg and Robert Ryberg 2007, *A Guide to Graphic Print Production*
		• Kerzner H 2004, *Advanced Project Management*
		• Robert L. Mathis & John H. Jackson 2002, *Human Resources Management*
		• William Ryan and Theodore Conover 2004, *Communication Today*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	