



UNIVERSITI TEKNOLOGI MARA

PMA450: DIGITAL COLOR MANAGEMENT

Course Name (English)	DIGITAL COLOR MANAGEMENT APPROVED		
Course Code	PMA450		
MQF Credit	3		
Course Description	This course specifically emphasis on color and color reproduction concepts. Start with the historical and theoretical foundation of the color reproduction process. The review of color fundamentals is then rounded out by two chapters on color perception and one on color measurement. Color reproduction practices are covered in the two chapters on the ink-paper-press system and the chapters on color originals and color separation. Two critical chapters on color system analysis and color reproduction objectives defines what constitute color reproduction excellence and explain how all productions elements must be linked if this goal is to be achieved. The final chapters explore the particular color requirements of individual printing markets, and describe the use of color proofs and color communication techniques to help achieve customer objectives.		
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.		
Teaching Methodologies	Lectures, Blended Learning, Lab Work, Workshop		
CLO	CLO1 To recognize the fundamental concepts of color reproduction CLO2 To measure the color proofs according to the standard CLO3 To explain the correct color reproduction technique to meet customer requirement		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Abhay Sharma 2004, <i>Understanding Color Management</i>, Cengage Learning [ISBN: 1401814476]• John A. C. Yule, Gary G. Field 2000, <i>Principles of Color Reproduction</i>, Printing Industries Press [ISBN: 088362222X]• R. W. G. Hunt 2004, <i>The Reproduction of Colour</i>, Wiley [ISBN: 9780470024256]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Abhay Sharma 2004, <i>Understanding Color Management</i>, Cengage Learning [ISBN: 1401814476]• John A. C. Yule, Gary G. Field 2000, <i>Principles of Color Reproduction</i>, Printing Industries Press [ISBN: 088362222X]• R. W. G. Hunt 2004, <i>The Reproduction of Colour</i>, Wiley [ISBN: 9780470024256]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		