



UNIVERSITI TEKNOLOGI MARA

PMA451: DESIGN REPRODUCTION

Course Name (English)	DESIGN REPRODUCTION APPROVED		
Course Code	PMA451		
MQF Credit	2		
Course Description	This course introduces the students to Desk Top Publishing and the basic processes of the printing process; typography, principles of design and layout, colour, audience targeting, marketing and design analysis		
Transferable Skills	interpersonal, communication		
Teaching Methodologies	Lectures, Tutorial		
CLO	CLO1 Use application software elements for basic design, composition, typography, color, illustration, terms, and concepts relative to graphic communications. CLO2 Describe basic terms, concepts, and practices in design for print. CLO3 Manipulate (P3) the four design principles of proximity, alignment, repetition and contrast in computer graphics design.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• David Bann 2012, <i>The All New Print Production Handbook</i>, Page One Publishing Private Limited• Kaj Johansson, Peter Lundberg, Robert Ryberg. 2012, <i>A Guide To Graphic Print Production</i>, John Wiley & Sons, Inc. Hoboken• Ouyang Yun, Xu Min and Yang Li 2012, <i>Green Printing and Packaging Materials</i>, Trans Tech Publications• Bullock, A., & Walsh, M. 2013, <i>The green design and print production handbook</i>, Lewes, East Sussex• Schewe, J. 2014, <i>The digital print: preparing images in Lightroom and Photoshop for printing</i>, Berkeley, California: Peachpit Press.</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• David Bann 2012, <i>The All New Print Production Handbook</i>, Page One Publishing Private Limited• Kaj Johansson, Peter Lundberg, Robert Ryberg. 2012, <i>A Guide To Graphic Print Production</i>, John Wiley & Sons, Inc. Hoboken• Ouyang Yun, Xu Min and Yang Li 2012, <i>Green Printing and Packaging Materials</i>, Trans Tech Publications• Bullock, A., & Walsh, M. 2013, <i>The green design and print production handbook</i>, Lewes, East Sussex• Schewe, J. 2014, <i>The digital print: preparing images in Lightroom and Photoshop for printing</i>, Berkeley, California: Peachpit Press.
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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		