UNIVERSITI TEKNOLOGI MARA

PMA453: DIGITAL COLOR MANAGEMENT

Course Name (English)	DIGITAL COLOR MANAGEMENT APPROVED
Course Code	PMA453

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-paperpress 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	Apply knowledge of colour management. Using a Photoshop and InDesign software effectively

Teaching Methodologies	Lectures, Lab Work

CLO	CLO1 Recognise the fundamental concepts of color eproduction CLO2 Measure the color proofs according to the standard CLO3 Explain the correct color reproduction technique to meet customer requirement

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	• Schewe, J 2014, *The digital print: preparing images in Lightroom and Photoshop for printing*, Peachpit Press Berkeley, California • David Bann 201, *The All New Print Production Handbook*, Publishing Private Limited Singapore
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	