UNIVERSITI TEKNOLOGI MARA

PMT241: PRINT PRODUCT DEVELOPMENT

Course Name (English)	PRINT PRODUCT DEVELOPMENT APPROVED
Course Code	PMT241

MQF Credit	4

Course Description	This course gives students the opportunity to expression the ideas to create their own printing products based on their knowledge that they gain from first semester until present semester. Project guidelines will be brief based on department needs. Students will be exposed with a method and the processes of printing technology achieving qualities followed by industrial needs. Each student will be assessed on the progress of work to follow the work schedule.

Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts

Teaching Methodologies	Lectures, Demonstrations, Discussion, Presentation

CLO		
	CLO1	Create (C6) a new idea through proposal related to printing product development.
	CLO2	Demonstrate (A3) a good work atheist and professionalism in graphic design materials related to product development.
	CLO3	Construct (P4) digital printed materials of all products

Pre-Requisite Courses	PRINT PRODUCT DEVELOPMENT (PMT241)

Reading List	Reference Book Resources	• Kipphan, Helmut (Ed.), *Handbook of Print Media* [ISBN: 978-3-540-673]
		• David Bann, *The All New Print Production Handbook*
		• Jim Krause 2014, *Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core)*
		• Jim Krause, *List Price: $39.99 Save: $12.09 (30%) FREE Shipping on orders over $35. In Stock. Ships from and sold by Amazon.com. Gift-wrap available. Yes, I want FREE Two-Day Shipping with Amazon Prime Add to Cart Sign in to turn on 1-click ordering Want*[ISBN: 978-032196815]
		• Sandee Cohen 2009, *From Design Into Print: Preparing Graphics and Text for Professional Printing*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	