



UNIVERSITI TEKNOLOGI MARA

ADE401: BASIC PRINTING PROCESSES

Course Name (English)	BASIC PRINTING PROCESSES APPROVED
Course Code	ADE401
MQF Credit	3
Course Description	This course introduces students to the stages and process in printing industry. This course is designed to help the students to develop a better understanding of the basic principles and practices of the printing workflow and techniques. Students develop insight into production procedures, basic terminology used in graphic arts, classification of graphic arts processes and printing techniques
Transferable Skills	to demonstrate life long learning skills and presentation skills
Teaching Methodologies	Lectures, Case Study
CLO	CLO1 Identify the terminology used in the printing industry CLO2 Describe the printing workflow of prepress, press and post press CLO3 Demonstrate the knowledge on major printing processes
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction: Overview of the printing industry 1.1) 1.2. Knowing printed products 1.2) 1.3. The basic stages of the printing process (Conventional versus digital workflow)	
2. Preparation of art work 2.1) 2.1. The different types of originals 2.2) 2.2. Page imposition manual and use of computers 2.3) 2.3. Preparing complete final art work 2.4) 2.4. Graphic art film	
3. Printing processes 3.1) 3.1 Flexography/ letterpress 3.2) 3.2 Offset lithography 3.3) 3.3 Gravure (rotogravure) 3.4) 3.4 Screen printing 3.5) 3.5 Digital printing	
4. Conventional imaging vs. Digital Camera 4.1) 4.1. Basic theory of photography 4.2) 4.2. Basic light theory 4.3) 4.3. The different types of process camera 4.4) 4.4. Parts of process camera and their functions 4.5) 4.5. Theory of line and halftone work	
5. Image carrier 5.1) 5.1. The differences of plates between different printing processes 5.2) 5.2. Preparing printing plates/cylinders	
6. Print finishing 6.1) 6.1 Binding terminology's 6.2) 6.2 The various binding methods 6.3) 6.3 The relationship of printing to print finishing	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	A presentation about basic printing processes. It helps to build the management of information from one or more sources and the distribution of the information to others	30%	CLO3
	Test	Able to understand the terminology in printing and the functions of items	40%	CLO1
	Written Report	Have the skill to plan the processes in the field to meet the expectations of the customer	30%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Bullock, A., & Walsh, M. 2013, <i>The green design and print production handbook</i>, Lewes, East Sussex: ILEX • David Bann 2011, <i>The All New Print Production Handbook</i>, Page One Publishing Private Limited, Singapore • Rick Sutherland & Barb Karg 2003, <i>Graphic Designer's Colour Handbook</i>, Rockport Publisher, Inc., United State of America • Dejidas Lloyd P. and Destree Thomas M 2000, <i>Sheetfed Offset Press Operating, 2nd Edition</i>, Graphic Arts Technical Foundation. United State of America • Kaj Johansson, Peter Lundberg, Robert Ryberg 2002, <i>A Guide To Graphic Print Production</i>, John Wiley & Sons, Inc. Hoboken, New Jersey. • Kipphan, H 2001, <i>Handbook of Print Media</i>, Springer, Verlag Berlin Heidelberg

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources