



UNIVERSITI TEKNOLOGI MARA

EAD220: INTRODUCTION TO PRINT PROCESSES

Course Name (English)	INTRODUCTION TO PRINT PROCESSES APPROVED
Course Code	EAD220
MQF Credit	2
Course Description	This is an elective course that has been offered to student from others department at the FSSR faculty.As a non-printing student this is an opportunity for them to explore the printing knowledge and information to enhance student capability and versatility in art and design.
Transferable Skills	Ability to identify the end product of the printing process.
Teaching Methodologies	Lectures, Field Trip
CLO	CLO1 Learn a basic principle of printing process CLO2 Understand the workflow of three important section of the printing process. CLO3 Understand the printing method and process.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.Introduction to the printing process 1.1) 1.1 An overview of the printing industry. 1.2) 1.2 Introduction to the basic stages of the printing process.	
2. 2.Preparation of art works. 2.1) 2.1 Different type of original image	
3. 3.Stages of printing process 3.1) 3.1 Introduction to offset lithography printing 3.2) 3.2 Introduction to Flexography printing.	
4. 4.Print image carriers 4.1) 4.1 Different type and character of plates. 4.2) 4.2 Plate preparation	
5. .5.Printing finishing method.. 5.1) 5.1 Various of binding method. 5.2) 5.2 Suitability of finishing method on printed images-cover.	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Identify any one of the printing process and its characteristics. Student has to submit the sample of a final product of the chosen process.	30%	CLO1 , CLO2
	Presentation	Discuss the products specification based on any one of the printing process	30%	CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Graphic Art Technical Foundation 1998, <i>Printing Technology</i>, 3rd Edition Ed., 3, Graphic Art Technical Foundation United State of America • S.B HOLF 1998, <i>Screen Printing. A Contemporary Approach</i>, 2nd Ed., 6,7,8, International Thompson Publishing Inc, New York New York • Pira International Publication 2003, <i>Introduction to Printing & Publishing</i>, 1st Ed., 1,2,3,4&5, Pira International Publication Leatherhead Surrey, United Kingdom • Pira International Publication 2008, <i>Printing & Publishing</i>, 1st Ed., 11,13 & 15, Pira International Publication Leatherhead Surrey, United Kingdom • Pira International Publication 2010, <i>Analogue Vs Digital Printing</i>, 1st Ed., 2 & 5, Pira International Publication Leatherhead Surrey, United Kingdom.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	