



UNIVERSITI TEKNOLOGI MARA

EAD402: DTP FOR PRINT MEDIA

Course Name (English)	DTP FOR PRINT MEDIA APPROVED
Course Code	EAD402
MQF Credit	2
Course Description	This course introduces the students to Desktop Publishing and the basic processes of the printing process; typography, principles of design and layout, colour, audience targeting, marketing and design analysis, and copyright. Students will complete a portfolio of design products and evaluate their practice. Principles of layout and design will be practiced. Requires creation of digital files for film output and camera-ready artwork for the reproduction process.
Transferable Skills	Demonstrateability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
Teaching Methodologies	Lectures, Blended Learning, Studio, Presentation, Workshop
CLO	CLO1 Identify the processes of underlying software application production. CLO2 Organize the software application packages used in graphic design. CLO3 Explain the creative in the use of basic principles of design, elements of design, development and preparation of printed materials.
Pre-Requisite Courses	No course recommendations
Topics	
1. Understand graphic design with the Mac/PC 1.1) The production of a design portfolio from planning to the final result. 1.2) Implementation of design principles on paper and using a Software Application / DTP package. 1.3) The software include Adobe Packages: Adobe Illustrator, Adobe In Design and Adobe Photoshop.	
2. Introduction to Adobe Illustrator 2.1) Creating a new Illustrator document 2.2) Illustrator workspace 2.3) Selection tools & basic shapes	
3. Modifying shape and selected objects 3.1) Modifying shapes and selected objects 3.2) Custom shapes 3.3) Color 3.4) Pictures and graphics	
4. Typography, text and layers 4.1) Text Tools 4.2) Flowing type between two text frames 4.3) Basic typography (Leading, Kerning, Tracking, etc.) 4.4) Using Layers to organize images, graphics and text 4.5) Creating, deleting, and changing stacking order 4.6) Visibility and locking layers 4.7) Moving selected objects between layers	
5. Introduction to Adobe In Design 5.1) Getting Started and creating a new In-Design Document 5.2) Shapes and selected Objects	

6. Images, colors and text

- 6.1) Adding an image to a page
- 6.2) Discussion of correct file types, image resolution and image size
- 6.3) Changing image position within the frame
- 6.4) Putting a border around an image
- 6.5) Choosing RGB, CMYK or pantone spot colors
- 6.6) Gradient and tints
- 6.7) Importing a text document
- 6.8) Setting Text Frame Options

7. Pages and layout

- 7.1) Adding new pages
- 7.2) Organizing pages
- 7.3) Deleting pages
- 7.4) Basic overview of how a master page works
- 7.5) Adding content to the master page

8. Introduction to Adobe Photoshop

- 8.1) Interface and tools
- 8.2) Cropping, rotating and color modes
- 8.3) Selection tools

9. Layers, text and color

- 9.1) Working with layers: organizing, naming and deleting layers
- 9.2) Combining photographs and text in separate layers
- 9.3) Modifying the content of a layer, moving layer content, editing or erasing areas
- 9.4) Changing opacity and blending options on layers to get different effects
- 9.5) Add a drop shadow and emboss effects to an item on a layer
- 9.6) Creating normal text and artistic text, setting text attributes, choosing colors
- 9.7) Applying drop shadow and emboss effects to text
- 9.8) Using Levels to adjust brightness/contrast of an image
- 9.9) Adjusting image colors
- 9.10) Creating a tinted image

10. Filters, painting and resolutions.

- 10.1) Filters for image enhancement - sharpening and blurring
- 10.2) Creating simple textures and patterns using noise, motion blur and other filters
- 10.3) Painting and brush tools: defining a brush size and painting
- 10.4) Discussion of typical sizes and resolutions for different jobs e.g. brochure or, web page resizing images to the correct size for the job while maintaining image quality

11. Color correction

- 11.1) Using Levels, Color Balance and Selective Color to color correct an image
- 11.2) Changing only selected areas of an image
- 11.3) Setting pure black and pure white
- 11.4) Creating a faded image to go behind text
- 11.5) Making certain that the files you create and the colors used are printable
- 11.6) Creating a good quality grayscale image from a color photograph
- 11.7) Working with CMYK files
- 11.8) Creating duotones or tritones

12. Path, actions and text design

- 12.1) Using the pen tools for creating and modifying paths
- 12.2) Editing and saving a path with an image
- 12.3) Saving as a clipping paths to use with DTP applications (to mask off areas of an image)
- 12.4) Recording a series of steps to be performed on a number of images
- 12.5) Filling text with a texture or photograph
- 12.6) Bringing Illustrator artwork and EPS logos into Photoshop

13. Montage and saving file

- 13.1) Creating designs with images, text and artwork
- 13.2) Using layer masks
- 13.3) Creating a contact sheet from a folder of images
- 13.4) Saving the correct file formats (PSD, Tiff, Jpg, EPS, etc.)

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO1
	Assignment	n/a	20%	CLO2
	Assignment	n/a	60%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Timothy Samara 2011, <i>Graphic Designer's Essential Reference</i>, Rockport Publishers [ISBN: 9781592537433] • Gavin Ambrose, Paul Harris 2008, <i>The Production Manual: A Graphic Design Handbook</i>, AVA Publishing Switzerland [ISBN: 9782940373635]
	Reference Book Resources	<ul style="list-style-type: none"> • Bob Gordon 2010, <i>Graphic Design Pocket Essentials</i>, The Ilex Press Limited United Kingdom [ISBN: 9781907579035] • Patrick Cramsie 2010, <i>The Story of Graphic Design</i>, British Library 2010. London [ISBN: 9780712306966] • David Dabner 2003, <i>Design and layout</i>, BT Batsford London [ISBN: 9780713488388]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	