PMA616: PRINT ON DEMAND

Course Name (English)	PRINT ON DEMAND APPROVED
Course Code	PMA616

MQF Credit	3

Course Description	no description provided

Transferable Skills	Digital Printing

Teaching Methodologies	Lectures, Blended Learning, Tutorial

CLO	CLO1 Recognize the basic theory & concepts of on-demand digital printing
	CLO2 Construct the digital printed product in accordance to the printing technical elements
	CLO3 Describe the importance of digital printing in comparisons to conventional printing processes

Pre-Requisite Courses	No course recommendations

Topics

1. Introduction to digital printing
1.1) Understanding digital prints

2. Conventional vs. Digital printing
2.1) • Overview of the offset processes
2.2) • Overview of the digital printing processes
2.3) • Differentiation between offset engine and digital engine

3. Digital printing processes
3.1) • Printing processes
3.2) o Inkjet technologies
3.3) o Electrostatic processes
3.4) o Photographic processes
3.5) o Thermography

4. Application of digital printing
4.1) • Identifying digital prints
4.2) • Softwares
4.3) • Digital asset management (DAM)

5. Materials and handling
5.1) • Types of material for digital printing
5.2) • Designing a product for digital printing

6. Colour control for digital printing
6.1) • Quality issues in digital printing
6.2) • Group discussion on digital print samples quality
6.3) • Gray balance

7. Variable Data printing
7.1) • What is variable printing?
7.2) • Types of printers

8. Print-on-demand (POD)
8.1) • The POD technology
8.2) • Type of products
8.3) • POD printing market
8.4) • Types of POD printers

9. Finishing and digital imposition
9.1) • Types of finishing
9.2) • Digital impositioning

10. The future of digital printing
10.1) The future of digital printing

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	By doing a presentation and reporting on the value proposition of digital printing services, students should be able to refer to values and code of practices that should be followed.	20%	CLO3
	Assignment	Individual project consist of but not limited to Written report, Digital printed product innovation on digital printing basic, the application of how digital printing, benefits and advantages of digital printing.	50%	CLO1
	Practical	performance test on VDP, Practical skills using guided responses	30%	CLO2

Reading List	Recommended Text	• Kaj Johansson, Peter Lundberg, Robert Ryberg., *A Guide To Graphic Print Production.*, John Wiley & Sons, Inc. Hoboken, New Jersey. • Kipphan, H, *Handbook of Print Media*, Springer, Verlag Berlin Heidelberg • Albay, New York: DelmerPublishers Inc., *Printing Technology, 3rd Edition*, DelmerPublishers Inc.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	