



UNIVERSITI TEKNOLOGI MARA

VCM776: CROSS MEDIA IN PRINTING AND PUBLISHING

Course Name (English)	CROSS MEDIA IN PRINTING AND PUBLISHING APPROVED
Course Code	VCM776
MQF Credit	3
Course Description	Publishing today is a highly competitive and exciting international industry. This course is designed to expose students to all elements needed to master a cross media printing and publishing workflow in response to the changes in technology. It will also introduce students to concepts and copyright laws and also intellectual property. This course will also explore the way companies create and utilize digital asset management systems. Students will be expose to print imaging workflows, digital publishing and materials used in print media reproduction system. The hands-on portion of the course focuses on producing a publishing work from idea to finished print product.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Discussion, Presentation, Workshop, Computer Aided Learning, Supervision
CLO	<p>CLO1 Demonstrate the ability to plan and manage complex issues related to publishing operations in different sectors and resolves such issues within cross media and different platforms for publishing contents</p> <p>CLO2 Manage the technical aspect of design for publishing and able to approach analytically and critically when applying the professional practice in an interdisciplinary manner to issues and projects across publishing functions and contexts.</p> <p>CLO3 Organize a publishing work in a team using the print technology and processes according to job requirements and workflow.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Printing technology overview 1.1) Printing industry segmentation 1.2) Printing process trends 1.3) Ways prints are distributed	
2. Development of publishing industry 2.1) Editorial function 2.2) Design and typography 2.3) Materials and processes	
3. Contemporary trade publishing 3.1) Intellectual content 3.2) Book/reader market today 3.3) Author relationships 3.4) Content responses to technology 3.5) Copyright, public domain issues	
4. Delivery mechanisms 4.1) Print on paper 4.2) Digital media 4.3) Web pub	

5. Typefaces and typography 5.1) Design: contemporary vs. traditional 5.2) End use: Print vs. screen display 5.3) Formats 5.4) Marketing & copyright concerns
6. Introduction to design softwares 6.1) Layout Design 6.2) Pages and Books 6.3) Importing Graphics 6.4) Preflighting and Outputting 6.5) Creating PDF
7. Introduction to Adobe Photoshop 7.1) Handling of Image 7.2) Print Image Quality
8. Digital image capturing 8.1) Digital camera 8.2) Colour scanners 8.3) Other digital image capturing devices
9. Digital file format 9.1) Workflow and moving data 9.2) Image file formats (TIFF, PICT, EPS, JPEG, RAW) 9.3) Document file formats (native, PostScript, PDF)
10. Digital Asset Management 10.1) The role of Metadata 10.2) Personal file management
11. Presentation 11.1) n/a

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	40%	CLO1 , CLO2

Reading List	Recommended Text	• Andrea HC 2009, <i>Design For Print- An introduction for graphic designers to the world of commercial print</i>
	Reference Book Resources	<ul style="list-style-type: none"> • Jurgens Martin C 2009, <i>The Digital Print</i> • Pipes Alan, <i>Production for Graphics Designers</i> • Gavin A. & Harris P, <i>The Production Manual: A Graphic Design Handbook</i> • Tony S. & Herriot L. 2009, <i>Art Directing Projects for Print</i> • Jason S 2010, <i>The Designers Desktop Manual, 2nd Ed.</i>

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