UNIVERSITI TEKNOLOGI MARA

GDG523: GRAPHIC DESIGN REPRODUCTION

Course Name (English)	GRAPHIC DESIGN REPRODUCTION `APPROVED`
Course Code	GDG523

MQF Credit	3

Course Description	This course will expose the students to the in-depth knowledge of the six principle areas of screen and print reproduction. The students will learn to demonstrate good traits of design through incorporating design basics, elements, colour, pre-press techniques, production and finishing artwork.

Transferable Skills	Demonstrate the ability to dream, imagine and visualize

Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation

CLO	CLO1 Apply general knowledge on the design basics of graphic design reproduction. CLO2 Adopt the elements and colours to produce a design that involve electronic media. CLO3 Demonstrate pre-press techniques to prepare the final design for the printing process as well as other media production.

Pre-Requisite Courses	No course recommendations

Topics
1. 1. Design Basics 1.1) Measurements 1.2) Standard Sizes 1.3) Layout
2. 2. Elements 2.1) Image Types 2.2) File Types 2.3) Working With Images 2.4) Images Manipulation 2.5) Type
3. 3. Colour 3.1) Basic Terminology 3.2) Colour Management 3.3) Colour Correction 3.4) Creative Colour 3.5) Colour In Print 3.6) Colour On Screen
4. 4. Pre-Press 4.1) Resolution 4.2) Scanning 4.3) Creative Techniques
5. 5. Assessment 1 5.1) n/a
6. 6. Pre-Press 6.1) Artwork 6.2) Imposition 6.3) Proofing

7. 7. Production 7.1) Printing 7.2) Printing Processes 7.3) On-Press 7.4) Paper
8. 8. Assessment 2 8.1) n/a
9. 9. Finishing 9.1) Binding 9.2) Special Techniques 9.3) Laminates And Varnishes 9.4) Folding And Trimming
10. 10. Vector Graphics 10.1) Digital Illustration And Vector Graphics 10.2) Vector Graphics Techniques
11. 11. Digital Pages Layout For Print And Screen 11.1) Page Layout Techniques
12. 12. Typography For Print And Web 12.1) Typography For Print And Web
13. 13. Web And Print Publishing 13.1) Web And Print Publishing
14. 14. Final Assessment 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This project requires students to design a new invention of idea for children's book. A major improvement to an existing product in the market. This assignment gives a good chance for the students to experiment with different of style and approach. Such as: 3-d pop ups style, try handmade texture, interactive, and many more. Students will be investigating the world of children's book. Students will pick a malay classic stories / cerita para ambia /etc. story (provided below) then with applicable process and research you will apply your own unique spin through style and content. • Research to be printed in report format (A4 size) • Sketches • Mood board Compile all complete proce	40%	CLO3
	Individual Project	This assignment will be executed in print based report writing and slide presentation about : • Definition of Graphic Design Reproduction. • History of Graphic Design Reproduction. • Sample of latest commercial ad/design.	30%	CLO1
	Individual Project	This assignment will be executed in print based design/artwork and mock up of Self Branding Brochure. Content must includes: • Self-promotion logo design. • Self-expertise. • Sample of previous design work.	30%	CLO2

Reading List	Recommended Text	
		• **Ambrose. G, Harris. P 2008,** *The Production Manual, A Graphic Design Handbook.*, **AVA Publishing Switzerland**
		• **DiMarco. J 2010,** *Digital Design For Print And Web : An Introduction To Theory And Techniques.*, **John Wiley & Son New Jersey, USA**
		• **Parker. S 2012,** *The Web Designer's 101 Most Important Decisions.*, **The Ilex Press United KIngdom**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	