

**Course Title:**       **TECHNIQUES OF PRINTING**  
**Course Code:**       BFAGD-211  
**Credit Hours:**       3 (1+2)

**Course Outline:**

To provide the student with a basis for prepress for professional design accomplishment. The student will become familiar with the terms and techniques of prepress. They will learn the techniques that guide design for successful production and they will be able to handle machine design.

**Course Objectives**

- To familiarize students with the processes and techniques involved in the printing industry.
- To develop students' understanding of the different printing methods and their applications.
- To provide students with practical skills and knowledge in print design, prepress, and production.
- To introduce students to the principles of color management and print quality control.
- To cultivate an appreciation for the role of printing in visual communication.

**Course Outcomes**

The students will understand the development phases leading to original ideas. They will be able to

- Proficiency in preparing digital files for print production.
- Understanding of different printing methods and their advantages and limitations.

- Ability to troubleshoot common print issues and ensure print quality.
- Knowledge of color management principles and practical application.
- Competence in selecting appropriate print materials and finishes.
- Skills in working collaboratively with printers and print vendors.
- Ability to evaluate and analyze printed works for print quality and aesthetics.

### **Course Contents**

- Introduction to the history of printing
- Introduction to letterpress printing
- Introduction to lithography and offset lithography printing
- Introduction to Gravure printing
- Introduction to Silk Screen printing
- Introduction to Flexography printing
- Line and Halftone
- Colour Separation
- Ink making
- Papermaking
- Prepress terms
- Colour management

Through problem solving within a range of projects, development of a visual language, and drawing skills to be applied to conceptual, visual, and technical disciplines.

### **Recommended Books**

1. A Guide to Graphic Print Production By Kaj Johansson, Peter Lundberg and Robert Ryberg
2. Mastering Digital Printing, Second Edition (Digital Process and Print) By Harald Johnson
3. Common-Sense Flexography: A User's Guide to Improved Pressroom Productivity by David J. Lanska
4. Business Transformation: A New Path to Profit for the Printing Industry By John Foley
5. Designing for Print, Art and Science, Graphic Design and Print Production Strategies for Success on Press By Marina Poropat Joyce
6. Productions for Graphic Designers 5th edition Alan Pipes, 2009
7. Referenced Graphic Design Bryony Gomez-Palacio & Armin Vit, 2009
8. The Art and Craft of Printing by William Morris 1902
9. Handbook on Printing Technology by NIIR Board of Consultants & Engineers