

NIRMA UNIVERSITY
Communication Design Programme
Bachelor of Design, Department of Design
Year II, Semester III

L	T	P	C
		3	2

Course Code	DSK212
Course Title	Printing & Production Techniques I
Credits	2
Teaching hours:	45 hours

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Understand various industrial printing processes
2. Make 'artworks' which are the pre- production processes for printing

Syllabus:

The course will introduce learners to various industrial methods of printing and reproduction for Publication & Communication material. This would include Screen Printing, Offset lithography, Gravure, Digital printing, Letterpress printing, Intaglio etc. This would be aided by classroom lectures and on-site visits.

Students would design artworks to get it printed in some of the printing methods learnt, to understand the preparatory processes involved prior and during the printing process.

- History of printing & publishing industry
- Understand pre-production, production and post-production of different printing methods
- Preparation of digital artworks
- Small trial sample productions from selected artworks

Suggested Readings:

1. *Production for the Graphic Designer* by James Craig
2. *Handbook of Print Media* by Helmut Kipphan (Editor)
3. *3D Printing: Technology, Applications, and Selection* by Rafiq Noorani

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit