Course Code	DV3012
Course Title	Production for Graphic Designers
Pre-requisites	DV3010 Visual Communication III
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediate to advanced course will introduce you to the techniques and processes of graphic design production. You will be exposed to digital technologies and vendor management, as well as learn how to efficiently prepare highest-quality artwork that conform to professional requirements and industrial standards for print and electronic media. This learning forms practical and technical knowledge to prepare you for work in a professional setting.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the workflow and techniques used in the production of print and electronic media.
2. Develop design materials and synthesise photographic images professionally.
3. Apply appropriate finishing techniques for publishing in both print and electronic formats.
4. Present professional and high-quality finished artworks, and reflect on the effectiveness of achieving the presumed communication and output intentions.
5. Constructively discuss and critique various printing techniques and effects employed by peers.

Course Content

In this course you will receive an overview of the key techniques that are related to the production of design materials, such as image reproduction, bitmap image formats for the web, colour specifications, file preparation, proofing, trapping procedures, paper selections, press-checks and binding and finishing techniques.

Production knowledge for print and electronic media
The course begins with an overview of the history and terminology of print and electronic media productions. This includes introduction of computer software for production, understanding bit depth, DPI and PPI as measurements of image quality, and the differences of bitmap verses postscript image construction. This is then applied to the planning for production. Advantages and disadvantages of major printing processes and know-how to select an appropriate process for a given project will also be explored.

Context and technical preparation of print and electronic media productions
You will receive a basic introduction to colour and font management and special techniques in print and electronic media productions. This may include International Color Consortium (ICC) profile; digital color concepts for color communication and measurement; managing screen font and printer font, the differences of postscript, true type, unicode and open type; understanding

bleed, trapping, overprint and knockout. The aim of this section is to gain a basic familiarisation with the terms and the different requirements for preparing design and layout for production output.

Class assignments
You will prepare production files for publishing on both print and electronic media that demonstrate an understanding of production workflow, offset lithography and web creation. Classes will include mini-lectures, demonstrations, field trips and activities that may be included in the assessment.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment - Stationery set - Traditional prints (Newspaper / magazine / Ad publication)	1, 2, 3, 4	N.A.	30	Individual
Final Project: Marketing campaign - Packaging structure - Out-of-home - Print collateral - Digital media (social media profile and output)	1, 2, 3, 4	N.A.	50	Individual
Continuous Assessment: Participation	5	N.A.	20	Individual
Total			100%	

Reading and References

1. Ambrose, G. and Hamis, P. (2008). The production manual: a graphic design handbook (Required Reading Range). Lausanne, Switzerland: AVA
2. Chapman, N. and Chapman J. (2004). Digital Multimedia. New York: Wiley
3. Drew, J.T., Meyer, S.A. (2012). Colour management: a comprehensive guide for graphic designers. New York: Allworth Press
4. Gatter, M. (2005). Getting It Right in Print: Digital Pre-Press for Graphic Designers. New York: Harry N. Abrams Inc
5. Greenwald, M. L. and Luttropp, J. C. (2009) Design for Print Production: Essential Concepts, N.Y.: Thompson. Delmar Learning
6. Adams, M. and Dolin, P.A. (2002), Printing Technology (Design Concepts), N.Y.: Thompson Delmar Learning
7. Thompson, R. (2012). Graphics and packaging production (the manufacturing guides). London: Thames and Hudson

8. Sidles, C. (2001). Graphic Designer's Digital Printing and Prepress Handbook. WA: Rockport Pub

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognise your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	• **Production for Graphic**	1, 2, 3,	**Introductory Lecture**

	Designers Overview of the history and terminology of production for print and electronic media: business stationery, packaging, out-of-home (OOH), books, social media, web, etc. Introduction to the principles of production and the importance of proper workflow and implementation processes.	4	**In-class discussion** on traditional, current and emerging professional production technologies **Assigned Project** **1:** Create business identity and accompanying stationery set: name card, letterhead and envelope.
2	• **Production knowledge** Introduction to computer software(s) essential for professional production. Understanding the advantages and disadvantages of major printing processes and establishing a systematic workflow for the production of artworks.	1, 2, 3, 4, 5	**Lecture on Production Processes and Production Workflow** **In-class exercise** on creating finished artwork for basic print collaterals. **In-class discussion** on the selection of appropriate processes for different design projects. **Project consultation** on Project 1.
3	• **Printing methods** In-depth exploration of various printing methods, such as flexography, offset printing, digital printing, letterpress printing and screen printing.	2, 3, 4, 5	**Lecture on Printing methods** **In-class exercise** to reverse engineer and created finished artwork (FA) for packaging structures - part 1. **Assigned Project** **2:** Expand on business identity and create packaging finished artwork (FA) for print production. **Project consultation** on Project 1.
4	• **Finishing methods** Investigating common finishing methods including die-cutting, laminates, varnishes, scoring and folding, perforations, foil stamping, embossing and debossing and binding.	2, 3, 4, 5	**Lecture on Finishing methods** **In-class exercise** to reverse engineer and created finished artwork (FA) for packaging structures - part 2. **Project consultation** on assigned projects.
5	• **Printing substrates** Exploration of different printing substrates commonly encountered in print production and considerations for the selection of the appropriate substrate.	2, 3, 4, 5	**Lecture on Printing substrates** **In-class discussion** on difficulties encountered during creating FA for packaging structures and selection of appropriate printing substrates. **Student interim presentations** on assigned projects.

6	• **Colour management** Introduction to the concept of colour management in design production. Students will pick up basic knowledge on how to manage the colour outcomes of design across different media. • **Font management** Exploration on the methods of managing fonts for effective display and usage across different users and various media.	2, 3, 4	**Lectures on** - **Colour management** - **Font management** **Assigned Project** **3:** Create FA for ad based on business identity and adapt for print production output on newspaper and magazine.
7	• **Vendor and client management** Introduction to communicating design and production intent to vendors as well as clients to minimise miscommunications and misalignment of expectations of production outputs.		**Lecture on Output for production** **4 (Final Assignment).** Create FA for print and digital marketing campaign based on developed business identity across Projects 1-3. Deliverables might include but not limit to: - Packaging structure - Out-of-home - Print collateral (e.g. flyer / brochure) - Digital ads
8	• **Field trip** Site visit to printing press to observe real-world conditions and processes of print production	1, 5	
9-10	• **Output for Digital Media** Introduction to the concept of colour management in design production. Students will pick up basic knowledge on how to manage the colour outcomes of design across different media.	1, 2, 3, 4, 5	**Lectures on Output for digital media** **Assigned Project** **5:** Create images for output on social media networks and profiles. **Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.
11	• **Project workshop** Continuous consultation, review and feedback of final assignment through its various stages of completion. This is will be carried out through one-on-one sessions with the lecturer.	1, 2, 3, 4, 5	**Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.

	The review will incorporate concepts learnt previously and test students' understanding on applying them to professional practice.		
12	• **Project workshop** Continuous consultation, review and feedback of final assignment through its various stages of completion. This is will be carried out through one-on-one sessions with the lecturer. The review will incorporate concepts learnt previously and test students' understanding on applying them to professional practice.	1, 2, 3, 4, 5	**Final project:** Students in studio work. Continuous assessment and feedback throughout design and production.
13	• **Final presentation** Students will present their FAs as well as decision-making processes taken to arrive on their final output.	1, 4, 5	**Student presentations** on final assignment with critique and feedback.