

Global Learning Semesters

Course Syllabus

Course: DES-280A Graphic Production

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-280A	Graphic Production	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	DES-180
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

The course aims in providing an awareness of producing artwork to a professional standard that will be printed in various processes needed for reproduction. The course will assist students in developing an awareness of the visual characteristics of the different reproduction methods, in exploring the diverse methods of the process bases of printing and reproduction.

Prerequisites

DES-180

Topic Areas

1. History of print production.
2. Design equipment.
3. Design briefs: Client, fees, schedules, contracts, budgets, roughs.
4. Design process - Typography, grids, layouts, picture preparation, artwork preparation, printing.
5. Reproduction-Halftone image formation, color reproduction, scanners, color Introduction-Brief history of print production.
6. Separation, color tint charts, screens, duotones, full reproduction.
Print production – Letterpress, lithography, gravure, screen printing, flexography, thermography, die stamping, imposition, scoring and folding, stitching, binding, blocking, paper

Readings and Resources

Required Textbook

- Campbell Alastair (1983), The designer's handbook, QED Publishing.

Recommended Reading

- Envin A. Denis, John D. Jenkins, Comprehensive Graphic Arts, 1st Edition seventh printing, Bobbs, Merrill Educational publishing, Indianapolis,
- Alan Pipes Production for Graphic Designers.