



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code: 10140104

Subject Name: Printing Technology

w.e.f. Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

Prerequisite:	Basic knowledge of Graphic Design software and principals.
Rationale:	The course aims to provide understanding of elements of graphic design while learning the process of printing by getting first-hand experience on printing techniques and what are the varied range of printing procedures.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Develop an awareness and understanding of print as a medium and explore the technology by creating collaterals based on printing techniques learnt.	U
02	First hand explorations and study with industry best printing spaces	U, R
03	Demonstrate knowledge of the Basic Theories and Principles of graphic Design printing technologies.	U, R
04	Demonstrate an inquisitive, explorative, experimenting and self-motivated attitude in nurturing one's own learning through this design process.	U
05	To enable design aspirants to illustrate their ideas with more accuracy and details with a final print as an outcome.	U

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (In Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial/Practical	
			ESE (E)		PA/CA (M)	ESE (V)	PA/CA (I)	
0	2	4	4	0	30	50	20	100



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Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
1	Unit I: History Understanding and analyzing the history of printing.	30	33
2	Unit II: Visit Understanding of various printing processes through demonstration and visiting existing printing presses. Understanding of appropriate printing methods for different requirements (understanding of letterpress-offset printing, Silk Screen printing, Digital and Ink-jet printing).	30	33
3	Unit III: Final print Print any of the decided previous exercises in different formats.	30	34
Total		90	100

Suggested Specification Table with Marks :

Distribution of Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	15	15	15	10	15

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

- Post-Digital Print Book by Alessandro Ludovico
- Printing technology Book by J. Michael Adams
- Handbook on Printing Technology (Offset, Flex, Gravure, Screen, Digital, 3D Printing with Book Binding and CTP) 4th Revised Edition
- Hand Book of Offset Printing Technology
- Print-on-demand Book Publishing: A New Approach to Printing ... Book by Morris Rosenthal
- Encyclopedia Britannica Book
- Image Optimization Book by Addy Osman
- A Guide to Graphic Print Production Book by Kaj Johansson, Peter Lundberg, and Robert Ryber
- The All-New Print Production Handbook Book by David Bann
- Pocket Pal: A Graphic Arts Production Handbook Book

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