



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> DES-286	<b>Course Title</b> Production Methods for Graphic Design	<b>ECTS Credits</b> 6
<b>Department</b> Design and Multimedia	<b>Semester</b> Fall	<b>Prerequisites</b> Des166 & Des226
<b>Type of Course</b> Major	<b>Field</b> Graphic Communication	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer(s)</b> Klimis Mastoridis
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### Objectives of the Course:

The main objectives of the course are to:

- Introduce students to the basic principles of reproduction processes and printing technology.
- Discuss and analyze the evolution of technology in printing and its impact on printed material.
- Determine the materials used in various printing methods and their properties.
- Allow students to experiment with dye-cuts, folding, binding and their creative potential.
- Make students aware of design and printing budgeting.
- Motivate students to develop creativity, experimentation, typographical and compositional skills.
- Discuss and experience the design procedure from research to the final visual outcome.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Discuss basic concepts related to different printing methods.
2. Evaluate processes related to materials and finishing methods.
3. Propose design specifications taking into consideration the design and printing budget.
4. Use a variety of technologies to capture and manipulate design elements in producing a final product.
5. Demonstrate the conceptual and practical development of their work.
6. Use time management and note-taking skills.

### Course Contents:

1. Introduction to production for graphic design
2. Text & typesetting
3. Halftone: screen, angles, moiré
4. Printing colours
5. Print production methods
6. Offset printing
7. Digital printing
8. Creative processes: dye cuts, laminations, foldings, binding
9. Costing and estimating
10. Print finishing
11. The future of printing

**Learning Activities and Teaching Methods:**

Lectures, Demonstrations on digital prepress and preparation for printing, One-to-one tutorials, Group critics and discussions, Projects and site visits
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**Assessment Methods:**

Projects, One day briefs and/or exercises, Library work, Final exam
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**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Κλήμης Μαστορίδης	Θέματα αναπαραγωγής και εκτύπωσης	Θεσσαλονίκη	2010	9789605160470
Pipes Alan	Production for graphic designers	Prentice Hall	2005	1585676691

**Recommended Textbooks/Reading:**

Author/s	Title	Publisher	Year	ISBN
Evans Poppy	Forms, folds and sizes	Rockport	2004	1592530540
Dodd Robin	From Gutenberg to OpenType	Hartley & Marks	2006	0881792101
Gatter Mark	Getting it right in print: digital prepress for graphic designers	Harry N. Abrams, Inc.	2005	081099206X
Johansson K. Lundberg P. Ryberg R.	A guide to graphic print production	Wiley	2003	0471273473
Μιχάλης Αρφαράς	Χαρακτική και έντυπη τέχνη	Εκδ. Μεταίχμιο	2009	9604554409