

AMPT08 DESIGN AND PLANNING FOR PRINT PRODUCTION

UNIT-1 INTRODUCTION

- 1.1 Importance of a good design. Impact of a design on various target audience.
- 1.2 Relationship between design and sale of a product.
- 1.3 Graphic designer and his role. Elements and Principles of design.

UNIT-2 BASIC DESIGN AND LETTER FORMS:

- 2.1 Visual ingredients of graphic design, point, line, graphic space, shape, texture, color, scale, balance and contrast. Use of computers in designing.
- 2.2 Introduction to some designing softwares.
- 2.3 Suitability of a design for printing technique and paper surface. Legibility and readability, Monograms and trademarks.

UNIT-3 IMAGES IN DESIGN

- 3.1 The relationship between type, illustration and Photography. Types of images.
- 3.2 Selection and assessment of originals, photographs, sketches, paintings.
- 3.3 Factors to be considered for preparation of a design.

UNIT-4 DESIGN MANAGEMENT

- 4.1 Relationship of a design studio with production and sales departments of a press.
- 4.2 Control and checking of artwork at all stages, employment of free-lance artists, designers and photographers.
- 4.3 The advertising agency, its structure and its services.

UNIT-5 DESIGN PROCESS

- 5.1 Methods of preparing a design in various stages.
- 5.2 Design for books, magazines, newspapers, catalogues, cartons and commercial stationery.
- 5.3 Materials and tools used in preparing layouts and artwork. Copy preparation.
- 5.4 Casting-off and marking-up.

UNIT-6 PRODUCTION PLANNING

- 6.1 Selection and co-ordination of production processes. Consideration of composition methods.
- 6.2 Limitations of binding, finishing and ancillary processes affecting design.
- 6.3 Selection and specification of ink, paper and other materials in relation to design specifications and to the production process.

Reference Books:

1. Fundamentals of Copy & Layout - A. C. Book(Ac) Sohick(Cd)
2. Production for the Graphic Designer. – Craig.
3. How to brief designs & buy print. - Muray(Ray).
4. Lithographic Press Work. - A. S. Porter.