

2.8 31528 PRINTING DESIGN

UNIT-1 PLANNING FOR PRODUCTION

- 1.1 Selection and Coordination of production processes within the economic terms and jobs specifications.
- 1.2 The possibilities and limitations of binding, finishing and ancillary processes as they affect design.
- 1.3 Technical influences and the selection of the specification of ink, paper, cloth, and other materials in relation to job specifications and to different production processes decided.

UNIT-2 BOOK DESIGN

- 2.1 Parts of a Book
- 2.2 Format and page design to suit different classes of books, book jacket and binding styles.
- 2.3 Illustrations their suitability, positions, captions and legends.
- 2.4 Casting off copy. Principles of copy fitting, copy fitting tables.
- 2.5 Margins: Importance of margins,
- 2.6 Determining margins to suit various styles of binding.
- 2.7 Preparation of page layouts for different parts of the book and dummies.

UNIT-3 DISPLAY DESIGN

- 3.1 Principles of display. Factors affecting display setting.
- 3.2 The effective use of white space. The shape and the size of the space.
- 3.3 Type face combinations and their suitability's.
- 3.4 Use of borders, rules and other decorative materials. Use of initials.
- 3.5 Grids: use of grid.

UNIT-4 NEWSPAPER DESIGN

- 4.1 Newspaper format; Parts of a newspaper.
- 4.2 Principles of newspaper design.
- 4.3 Treatment and arrangements of body matter and headings.

UNIT-5 MAGAZINE DESIGN

- 5.1 Parts of a magazine and their arrangements for Cover page, contents pages and sequences.

UNIT-6 DESIGN FOR PACKAGING

- 6.1 Introduction to packaging, Kinds of printed packages,
- 6.2 Introduction to Packages,
- 6.3 Designing economic importance, advantages, selling aspects.

UNIT-7 DESIGN ORGANISATION

- 7.1 Quality Control of art work.
- 7.2 Necessity of free-lance artists, designers, and photographers.
- 7.3 The advertising agency: Its functions, procedures and services.

UNIT-8 DIGITAL DESIGNING

2.1 Software used in digital designing of printed products

Reference Books:

1. Walkar, Magazine Design, Blue print, London.
2. Marting Douglas, Books Design, Blue print, London.
3. Wakford, H. S. Design for Print Production, Focal Press, London.

