

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Printing, Publishing & Packaging Design

Course Code 020902257

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

1. الطباعة وتبرغرافية الصحف. أشرف محمود صالح – مصر .
2. فرانسيس روجرز، قصة الكتابة والطباعة ترجمة أحمد حسين الصاوي.
3. Graphic design. printing and publishing, California Department of Tax and Fee Administration, 2011
4. From Design into Print: Preparing Graphics and Text for Professional Printing, Sandee Cohen Cohen, 2009, Peachpit Press; 1st edition.
5. kipphan, He lmut (2001). Hand book of print media.teen technologies and production methods.

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about production practices of desktop printing, publishing and packaging design that are suitable for the modern business fields. And it also provides project practices for various types of packages and printed materials, like brochures, newsletters, business cards, etc.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain general concepts and history of general and special-purpose printing system
- Explain the concept and procedures of package design
- Explain the concept and procedures of publishing design
- Develop artwork project of printing, packaging and publishing design

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept, system and history of printing design
- **CLO2.** Explain the concept and application of special-purpose printing system
- **CLO3.** Explain the concept and procedures of package design
- **CLO4.** Explain the concept, importance and procedures of publishing design
- **CLO5.** Apply printing, publishing and packaging techniques to design project

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Printing and its History	<ul style="list-style-type: none"> • Teaching the student, the concept of printing. • Learn about the history of printing through the ages. 	CLO1	
2	Printing and its History	<ul style="list-style-type: none"> • Learn the stages of development of printing throughout history. 	CLO1	
3	Printing Systems	<ul style="list-style-type: none"> • Learn and use the different printing systems. • Methods of printing and the most important techniques used in it. 	CLO1	
4	Printing Systems	<ul style="list-style-type: none"> • Types of printing systems: • Outstanding typography. • Recessed surface printing. <ol style="list-style-type: none"> 1) Regular color printing. 2) Simplified color printing. 	CLO1	
5	Offset Printing	<ul style="list-style-type: none"> • Learning the concept of offset printing: • The most important techniques and materials used in offset printing. 	CLO2	
6	Offset Printing	<ul style="list-style-type: none"> • Stages of work in offset printing. 	CLO2	



7	Thermal Printing on Canvas and Solid Metal	<ul style="list-style-type: none"> Learn the concept of thermal printing. Techniques used in thermal printing on canvas and solid metal 	CLO2	
8	Midterm Exam			
9	Preparing Artwork for Printing	<ul style="list-style-type: none"> Getting to know the work of the pallets. Basics of development and montage. Film preparation. How to prepare artwork for printing. 	CLO2	
10	Packaging Concept	<ul style="list-style-type: none"> Understand the concept of packaging. The importance of packaging for products and printed papers 	CLO3	
11	Packaging Concept	<ul style="list-style-type: none"> Packaging stages, the most important materials used in packaging and their types. 	CLO3	
12	Publishing Concept	<ul style="list-style-type: none"> Understand the concept of publishing. The importance of Graphic Design in the field of publishing. Printed magazines and electronic magazines 	CLO4	
13	Publishing Concept	<ul style="list-style-type: none"> Printed newspapers and electronic newspapers. Printed books and e-books. 	CLO4	
14	Practical Framework	<ul style="list-style-type: none"> The student should design advertising publications: <ol style="list-style-type: none"> Folded. Personal card. Advertising posters. Newspaper and magazine ads. Designing books. Catalog design. 	CLO5	
15	Practical Framework	<ul style="list-style-type: none"> design the covers: <ol style="list-style-type: none"> Books and magazines covers. Designing envelopes for a variety of products. Submitting a report on the course. 	CLO5	
16	Final Exam			



COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

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ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS



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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	