

Module Title:	Design Print Production
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Lecture and practical based learning. Learner will engage in demonstration of technology, practicals in applications of print standards, and engage in design project to demonstration learned technology and principles.
Module Aim:	To equip the student with practical skills for working in a variety of digital Imaging/design formats. Introduce the student to professional standards of visual presentation and print production. Provide the student with practical experience in work using a variety of printing techniques. Encourage the student to be able to problem-solve in groups.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate through application, knowledge learned of digital image formats appropriate to Design for Print. Realise the various formats, their function, application and process in their production.
LO2	Engage in the learning of technical skills needed to create print ready files for production to industry standards. Engage in best practice for colour selection, input and output, creating files that are ready to go to press.
LO3	Realise the workflow process, from design to print and then to post production / print finish. Learn and employ the various possibilities that print production and finishing allows. Engage in best practices in preparing files to avail of various print process.
LO4	Create documents that are print ready, and adhere to print industry requirements. Engage in various software to create print ready files.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Colour Modes

Learn the purpose and function of the various colour modes in terms of print production. Realise the difference and function of CMYK, spot / Pantone, grayscale modes. Learn how to create documents in various colour spaces. Use colour guides to select correct colours and input these into various software for use.

Paper

Learn the various options relating to paper, its finish, effects, and its production. Understand the technical needs when design for specific papers and how to set up for colour production.

Print Marks

Learn the purpose of various print marks, their function, and process in setting them up for various printed outputs. Understand the production process and how marks and bleeds integrate into this process.

Binding

Learn the various types of binding available, and when to employ them into a design project. Understand the technical needs for each binding option.

Print Finishing

Realise the processes and possibilities that print finishing allows. Use skills and information to create new possibilities for design projects

Document Production

Learner's will engage in process of creating print ready digital files, that adhere to print industry standards

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will be introduced to and acquire skills in digital imaging for design and producing industry standard print work. Project briefs will direct the student towards designing and producing multi page documents that adhere to industry standards in printing, finishing, production and binding. For this subject module a combination of delivery methods is recommended, including practical instruction, oral presentations and in a group-learning environment.	1,2,3,4	100.00	Sem 1 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.00
Independent Learning	Every Week	4.00
Total Hours		5.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	3	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	3	Mandatory