

Module Code:	ARD434
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Module Title:	Print and Production
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Level:	4	Credit Value:	20
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Cost Centre(s):	GADC	JACS3 code:	W213
		HECoS code:	100632

Faculty:	Arts, Science and Technology	Module Leader:	Dan Berry
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (hons) / MDes Children's Books	✓	<input type="checkbox"/>
BA (hons) / MDes Comics	✓	<input type="checkbox"/>
BA (hons) / MDes Graphic Design	✓	<input type="checkbox"/>
BA (hons) / MDes Illustration	✓	<input type="checkbox"/>
BA (hons) / MDes Surface Design	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 12/09/2018
 With effect from: 01/09/2019
 Date and details of revision:

Version no: 1

Version no:

Module Aims

- To introduce students to the techniques and processes for the preparation and development of materials destined for print.
- To develop skills in the design of text and image.
- To enable students to develop technical competencies in the production of print-based materials.
- To encourage critical self-evaluation of their work.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Demonstrate competency in the production of print-based media.	KS3	KS4
		KS5	KS9
		KS10	
2	Demonstrate the ability to originate, manipulate and amend artwork produced for print.	KS3	KS4
		KS6	KS9
		KS10	
3	Demonstrate the ability to critically self-evaluate their ability in the preparation and development of materials for print.	KS1	KS3
		KS9	

Transferable skills and other attributes

- ability to manage an independent workload
- contribute proactively to group discussion
- communication skills
- note-taking; recording, referring and responding to information

Derogations

None.

Assessment:

Indicative Assessment Tasks:

Students will produce coursework that demonstrates their understanding of the conventions, restrictions and technical limitations of the production of print-based materials.

Students will be required to critically self-evaluate their understanding of the content of the module and its relation to their practice.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100%		

Learning and Teaching Strategies:

- Contextualising information for this module will be delivered as a keynote lecture/s.
- Assignments will be designed to enable students to produce a body of work that challenges them to demonstrate their understanding of the conventions and technical limitations of producing materials for print.
- Print and production skills will be delivered through demonstrations, workshops and practical experience of the correct use of technical equipment, both traditional and digital.
- Tutorial guidance, group critique and student seminars will form the basis of the conceptual development and understanding of the student.

Syllabus outline:

Assignments will be set to challenge the students to make use of technical equipment to produce work appropriate to their chosen subject specialism.

Students will be introduced to the conventions, technical limitations and professional standards associated with the production of materials for print.

Workshops and technical demonstrations will provide the student with practical skills and experience in software, traditional printmaking, photography, zines and bookbinding methods.

Indicative Bibliography:
Essential reading
Brown, A. (2017). Print Handbook. 3rd ed. [ebook] Available at: https://www.printhandbook.com [Accessed 25 Oct. 2017].
Mason, D., Lewis, A. and Roberts, C. (2007). Materials, process, print. London: Laurence King.
Other indicative reading
Bringhurst, R. (2013). The elements of typographic style. Seattle, Wash.: Hartley & Marks
Helpx.adobe.com. (2017). InDesign tutorials. [online] Available at: https://helpx.adobe.com/uk/indesign/tutorials.html [Accessed 25 Oct. 2017].
Helpx.adobe.com. (2017). Photoshop CC tutorials. [online] Available at: https://helpx.adobe.com/uk/photoshop/tutorials.html [Accessed 25 Oct. 2017]