


Course Outline	
DSGN7241 Graphic Reproduction Methods (3)	
Effective Date 01 February 2017	Study Program Visual Communication Design Revision 1

1. Course Description

Graphic Reproduction Method is an overview of print production process with a wide range of reproductive methods that support the graphic design. Students will be a part of a graphic print production process. This course is also a strong foundation for students to learn the use of printed materials.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 CA) - Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-3 CA) - Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.
(SO-4 CA) - Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.
(SO-5 CA) - Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.
(SO-6 CA) - Able to plan a business model to be implemented within visual communication design expertise.

3. Topics

- Printmaking Introduction
- Relief Printing
- Market Segment - Persona
- Relief Printing Methods
- Relief Printing Technique
- Ideation
- Intaglio Printmaking 1
- Intaglio Printmaking 2
- Visual Thinking
- Prototyping the Business
- Story Telling
- Scenarios in Business

- Screen Printing Reference (Manual)
- Screen Printing Reference (Digital)
- Screen Printing Emulsion Exposure
- Screen Printing Technique
- Multicolor Screen Printing
- Offset Printing
- Final Artwork for Offset Printing

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Choose the right steps to prepare printed materials.
- LO 2: Apply the basics of printing techniques.
- LO 3: Combine the process graphic reproduction methods.
- LO 4: Create reference to print with standard techniques.
- LO 5: Define the business model and the business process and propose a project for a company

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Group Presentation, Brainstorming, Lecture, Individual and Team Assignment, and Demonstrate methods or procedures.

6. Textbooks and Other Resources

6.1 Textbooks

1. Sylvie Covey. (2016). **Modern printmaking : a guide to traditional and digital techniques**. 00. Watson-Guptill. New York. ISBN: 9781607747598.
2. Alexander Osterwalder & Yves Pigneur. (2010). **Business Model Generation**. 03. John Wiley & Sons, Inc. New Jersey. ISBN: 978-0470-87641-1.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. <http://www.pietzcker.de/en/radierung.aspx>
2. <http://blog.bufferapp.com/marketing-personas-beginners-guide>
3. <http://www.acquaforite.it/en/index.html>
4. http://www.ehow.com/list_7280401_types-offset-printing-machines.html
5. <http://www.youtube.com/watch?v=OstuNltU2vE>
6. <http://www.youtube.com/watch?v=oOQcfp36LDo>
7. <http://www.davidsongalleries.com/artists/contemporary/gordon-mortensen/>
8. <http://printmania.wordpress.com/2010/06/27/beberapa-tehnik-membuat-acuan-cetak-screen-printing-sablon-secara-manual/>
9. <http://www.youtube.com/watch?v=FRS79DauAl8&feature=related>
10. <http://www.pietzcker.de/en/druckgraphik.aspx?1>
11. <http://www.printingforless.com/fileprep.html>
12. <http://www.youtube.com/watch?v=Zk7TuSPPmtY>
13. <http://www.pietzcker.de/en/holzschnitt.aspx?1>
14. <http://1000woodcuts.blogspot.co.id/search/label/relief%20printmaking>

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Printmaking Introduction - Printmaking - Multiple Originals - Printmaking techniques	- Modern printmaking : a guide to traditional and digital techniques, Chapter 1 - 1000 woodcuts: relief printmaking, http://1000woodcuts.blogspot.co.id/search/label/relief%20printmaking

2 F2F	LO 1 LO 2	Relief Printing - Relief Printing Characteristics - Multiple Colors Relief Printing	- Modern printmaking : a guide to traditional and digital techniques, Chapter 2 - Printmaking, http://www.pietzcker.de/en/druckgraphik.aspx?1
3 F2F	LO 5	Market Segment - Persona - Customer Segment - Market Segmentation - Customer Insight	- Business Model Generation, Chapter 3 - The Complete, Actionable Guide to Marketing Personas, http://blog.bufferapp.com/marketing-personas-beginners-guide
4 F2F	LO 1 LO 2	Relief Printing Methods - Woodcut - Linocut	- Modern printmaking : a guide to traditional and digital techniques, Chapter 2 - Woodblock, http://www.pietzcker.de/en/holzschnitt.aspx?1
5 F2F	LO 1 LO 2 LO 3	Relief Printing Technique - Relief Printing Preparation - Step By Step Relief Printing	- Modern printmaking : a guide to traditional and digital techniques, Chapter 2 - Featured works by: Gordon Mortensen, http://www.davidsongalleries.com/artists/contemporary/gordon-mortensen/
6 F2F	LO 5	Ideation - Generate New Business Model Ideas - Epicenters of Business Model Innovation - Ideation	- Business Model Generation, Chapter 5 - Business Model Generation,
7 F2F	LO 1 LO 2	Intaglio Printmaking 1 - Various Intaglio Techniques - Etching	- Modern printmaking : a guide to traditional and digital techniques, Chapter 4 - Intaglio, http://www.pietzcker.de/en/radierung.aspx
8 F2F	LO 1 LO 2 LO 3	Intaglio Printmaking 2 - Aquatint - Mezzotint	- Modern printmaking : a guide to traditional and digital techniques, Chapter 5 - The art of original engraving, http://www.acquaaforte.it/en/index.html
9 F2F	LO 5	Visual Thinking - Value of Visual Thinking - How to Visualize It? - Types of Visualization for Different Needs - Virtual Story Telling	- Business Model Generation, Chapter 5 - Business Model Generation,
10 F2F	LO 5	Prototyping the Business - Value of Prototyping - Scales of Prototypes	- Business Model Generation, Chapter 3 - Business Model Generation,
11 F2F	LO 5	Story Telling - Value of Storytelling - Why Is It? - Company Perspective vs Customer Perspective	- Business Model Generation, Chapter 5 - Business Model Generation,
12 F2F	LO 5	Scenarios in Business - Scenario Guided Business Model-Design - Steps of Creating Scenarios	- Business Model Generation - Business Model Generation,

13 GSLC	LO 1 LO 2	Screen Printing Reference (Manual) - Stencil - Film Inking - Direct Screen Drawing	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - Beberapa tehnik membuat acuan cetak screen printing (sablon) secara manual, http://printmania.wordpress.com/2010/06/27/beberapa-tehnik-membuat-acuan-cetak-screen-printing-sablon-secara-manual/
14 F2F	LO 1 LO 2	Screen Printing Reference (Digital) - Vector Image - Bitmap Image	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - How To Screen Print Tee Shirts: Vector Artwork Vs Bitmap Raster Images, http://www.youtube.com/watch?v=OstuNltU2vE
15 F2F	LO 1 LO 2 LO 3	Screen Printing Emulsion Exposure - Basic Equipment - Exposure Process	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - Quick guide to Screen Printing at home tutorial, http://www.youtube.com/watch?v=Zk7TuSPPmtY
16 F2F	LO 2 LO 3 LO 4	Screen Printing Technique - Screen Printing Ink - Screen Printing Process	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - Screen printing one color video 2 - How to screen print, http://www.youtube.com/watch?v=FRS79DauAl8&feature=related
17 F2F	LO 2 LO 3 LO 4	Screen Printing Technique - Screen Printing Ink - Screen Printing Process	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - Screen printing one color video 2 - How to screen print, http://www.youtube.com/watch?v=FRS79DauAl8&feature=related
18 F2F	LO 2 LO 3 LO 4	Multicolor Screen Printing - Blocking Colors - Gradient Colors	- Modern printmaking : a guide to traditional and digital techniques, Chapter 11 - How to screen print T-Shirt Designs Properly, http://www.youtube.com/watch?v=oOQcfp36LDo
19 F2F	LO 2 LO 4	Offset Printing - Types of Offset Machine - Various Sizes of Offset Machine	- Modern printmaking : a guide to traditional and digital techniques - Types of Offset Printing Machines, http://www.ehow.com/list_7280401_types-offset-printing-machines.html

20 F2F	LO 2 LO 4	Final Artwork for Offset Printing - Color Mode And Guide - Resolution - Final Artwork Guide	- Modern printmaking : a guide to traditional and digital techniques - Knowledge Center: Preparing Your Files, http://www.printingforless.com/fileprep.html
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8. Evaluation**Theory**

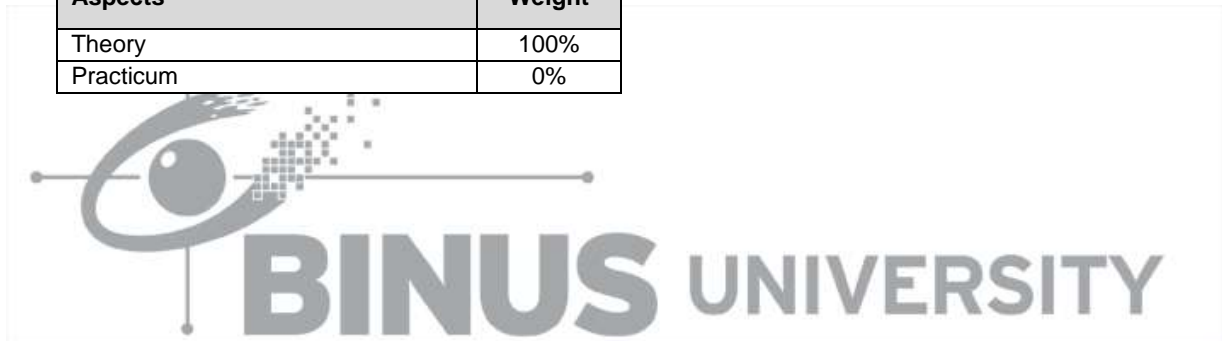
Assessment Activity	Weight	Learning Outcomes				
		1	2	3	4	5
Assignment	50%	√	√	√	√	√
Mid Exam	20%	√	√	√		√
Final Exam	30%	√	√	√	√	√

Practicum

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Final Evaluation Score



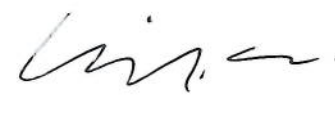

Aspects	Weight
Theory	100%
Practicum	0%



9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to describe printed materials	Describe ten different printed materials	Describe eight different printed materials	Describe six different printed materials	Describe less than six different printed materials
	1.2. Ability to choose the steps to prepare printed materials	Choose eight of the proper steps to prepare printed materials	Choose six of the proper steps to prepare printed materials	Choose four of the proper steps to prepare printed materials	Choose less than four of the proper steps to prepare printed materials
LO 2	2.1. Ability to describe printing techniques	Describe five different printing techniques complete and clearly	Describe four different printing techniques clearly but not complete	Describe three different printing techniques complete but not clearly	Describe less than three different printing techniques
	2.2. Ability to apply techniques to the printing medium	Apply five different techniques to the printing medium	Apply four different techniques to the printing medium	Apply three different techniques to the printing medium	Apply less than three different techniques to the printing medium
LO 3	3.1. Ability to apply design on print medium properly	Apply design on ten print mediums properly on the printing medium	Apply design on eight print mediums properly on the printing medium	Apply design on six print mediums properly on the printing medium	Apply design on less than six print mediums properly on the printing medium
	3.2. Ability to propose design for printing mediums properly	Propose eight different design for printing mediums properly	Propose six different design for printing mediums properly	Propose four different design for printing mediums properly	Propose less than four different design for printing mediums properly
LO 4	4.1. Ability to design a proper printed materials on different mediums	Design proper printed materials on ten print mediums with combined methods	Design proper printed materials on eight print mediums with combined methods	Design proper printed materials on six print mediums with combined methods	Design proper printed materials on less than six print mediums with combined methods
	4.2. Ability to create printings of their artwork on different mediums	Ability to create printings of their artwork	Ability to create printings of their artwork	Ability to create printings of their artwork	Ability to create printings of their artwork

		properly on ten mediums	properly on eight mediums	properly on six mediums	properly on less than six mediums
LO 5	5.1. Ability to propose potential business project	Able to propose potential business project using at least 7 items from 9 building blocks and 90%-100% prototype product.	Able to propose potential business project using at least 6 items from 9 building blocks and 80%-90% prototype product.	Able to propose potential business project using at least 5 items from 9 building blocks and 70%-80% prototype product.	Able to propose potential business project using at least 4 items or below from 9 building blocks and below 70% prototype product.
	5.2. Ability to present the propose potential business project	Able to present the propose potential business project using at least 7 items from 9 building blocks and 90%-100% prototype product.	Able to present the propose potential business project using at least 6 items from 9 building blocks and 80%-90% prototype product.	Able to present the propose potential business project using at least 5 items from 9 building blocks and 70%-80% prototype product.	Able to present the propose potential business project using at least 4 items or below from 9 building blocks and below 70% prototype product.

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