Course Outline	
DSGN7267 Graphic Reproduction Methods I (3)	BINUS UNIVERSITY
	Study Program Visual Communication Design
Effective Date 01 February 2018	**Revision** 2

1. Course Description

MRG I is a course that explains in detail about the commercial printing technology in the planning and execution. This course is also a strong foundation for students to learn the use of printed materials, making the final artwork and print production cost calculation in the process of making graphic design 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-2) able to conduct research and idea exploration to set the objectives, communication target, and DKV prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, and cultural aspects.
(SO-3) able to analysis level of material utilization efficiency and time in the production process of each selected alternative solution prototype of DKV, without changing the essence and aesthetic design
(SO-4) able to communicate DKV prototype alternative solutions independently or groups in verbal form, graphical, written, and communicative models with analog or digital techniques by selected appropriate communication rules
(SO-5) Able to design DKV works by promoting cultural values and local indigenous as the children's nation identity.
(SO-1) Able to create visual and printed visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders.
(SO-8)able to analyze visual communication problems and producing new media design solutions

3. Topics

- History and scope of the process of printing
- Market Segment
- Ideation
- Visual Thinking
- Relief print method classification
- Relief print techniques
- Prototyping
- Printed edition
- Story Telling
- Creating Scenarios

- Relief print technique types
- Relief print media exploration techniques
- Engraving technique principles
- Work in print media process
- Screen Printing technique principles
- Screen printing technique to print

4.   Learning Outcomes

On successful completion of this course, student will be able to:
- LO 1: Define the business model and explain the defined business model
- LO 2: Choose the right steps to prepare printed materials
- LO 3: Create reference to print with standard techniques
- LO 4: Apply the basics of printing techniques

5.   Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Class Discussion, Group Assignments, Group Presentation, Brainstroming, Lecture, and Individual and Team Assignment.

6.   Textbooks and Other Resources

6.1 Textbooks
1. Robert L. Crump. (2009). *Minnesota prints and printmakers, 1900-1945*. 01. Minnesota Historical Society Press. Minnesota. ISBN: 9780873516358.
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.youtube.com/watch?v=dliF74ojOho?
2. http://www.youtube.com/watch?v=TayWJgveEVY
3. http://cms.binus.ac.id/Backend2/ContentCoNEW/Z0341/Add/Z0341001022016200115LF%20%20Drypoint%20Process%20MRG%201%202016.mp4
4. http://www.youtube.com/watch?v=4uydc2VmfvQ&feature=player_embedded
5. http://www.limitededitionprints.info/
6. http://www.usability.gov/how-to-and-tools/methods/prototyping.html
7. http://www.woodblock.com/encyclopedia/entries/011_07/011_07.html
8. http://www.dfcscreenprinting.com/screen-printing-process
9. t-biznetwork.com/articles/screenprinting/basic-screen-printing-techniques-101/
10. http://www.businessplans.org/segment.html
11. http://www.magical-secrets.com/studio/etching_aquatint/aquatint/Rv2baTecnGraf.htm
12. http://www.pietzcker.de/en/radierung.aspx
13. http://www.sherrieyork.com/reduction-linocut-process/
14. http://www.innovationmanagement.se/2013/05/30/the-7-all-time-greatest-ideation-techniques/-xplaner.com/visual-thinking-school/
15. http://www.crownpoint.com/page/aquatint/Rv2baTecnGraf.htm
16. http://www.batimes.com/articles/business-analysis-scenarios-understanding-the-business-interactions.html
17. http://www.goodreads.com/author_blog_posts/3986908-how-to-make-a-collagraph-printing-plate
18. http://www.crownpoint.com/page/aquatint
19. lecomtedominique.com/techan.html
20. http://www.pietzcker.de/en/holzschnitt.aspx?1
21. http://www.masterworksfineart.com/educational-resources/printmaking-techniques/
22. http://www.introductiontoprintmaking.blogspot.co.id/p/an-overview-of-registration.html
23. http://www.monoprints.com/techniques/printmaking.php
24. http://www.printmania.wordpress.com/2010/06/27/beberapa-tehnik-membuat-acuan-cetak-screen-printing-sablon-secara-manual/
25. http://www.monoprints.com/techniques/printmaking.php
26. http://www.acquaforte.it/en/
27. http://www.prepressure.com/library/paper-size
28. http://www.innovationmanagement.se/2013/05/30/the-7-all-time-greatest-ideation-techniques/
29. http://www.pietzcker.de/en/holzschnitt.aspx?1
30. http://www.lostartstudent.com/methods-and-materials/materials-printmaking/printmaking-etching-acid/how-

to-make-an-etching.html
31. hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool
32. http://www.woodblock.com/encyclopedia/entries/011_07/chap_2.html
33. http://www.hgtv.com/decorating/linocut-print/pictures/index.html
34. http://www.masterworksfineart.com/educational-resources/printmaking-techniques/
35. http://www.metmuseum.org/toah/hd/prnt/hd_prnt.htm/holzschnitt.aspx?1

7. Schedule

   Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 2	History and scope of the process of printing - Relief print - Screen printing - Engraving - Lithography	- History and scope of the process of printing - Minnesota prints and printmakers, 1900-1945, Page.6, Page. 20 & Page.70 - Printmaking woodblock, http://www.pietzcker.de/en/holzschnitt.aspx?1 - The Printed Image in the West: History and Techniques, http://www.metmuseum.org/toah/hd/prnt/hd_prnt.htm/holzschnitt.aspx?1 - Printmaking Techniques, http://www.masterworksfineart.com/educational-resources/printmaking-techniques/
2 F2F	LO 1	Market Segment - Customer Segment of the Business - Market Segmentation - Customer Insight	- Market Segment - Business Model Generation, Chapter 1 - Market Segment, http://www.businessplans.org/segment.html
3 F2F	LO 1	Ideation - Generate the New Business Model Ideas - Epicenter of the Business Model Innovation - Ideation Process - Brainstorming	- Ideation - Business Model Generation, Chapter 2 - The 7 All Time Greatest Ideation Techniques, http://www.innovationmanagement.se/2013/05/30/the-7-all-time-greatest-ideation-techniques/
4 F2F	LO 1	Visual Thinking - Value of the Visual Thinking - How to Visualize It? - Types of Visualization for Different Needs - Virtual Story Telling	- Visual Thinking - Business Model Generation, Chapter 2 - Visual Thinking School, http://www.innovationmanagement.se/2013/05/30/the-7-all-time-greatest-ideation-techniques/- xplaner.com/visual-thinking-school/
5 F2F	LO 2 LO 3	Relief print method classification - Linocut - Woodcut	- Relief print method classification - Minnesota prints and printmakers, 1900-1945,

			Page 88 - Printmaking Woodblock, http://www.pietzcker.de/en/holzschnitt.aspx?1 - Relief printing techniques, lecomtedominique.com/techan.html - Japanese Woodblock Printing, http://www.woodblock.com/encyclopedia/entries/011_07/011_07.html
6 F2F	LO 2 LO 3	Relief print techniques - Monochromatic	- Relief print techniques - Minnesota prints and printmakers, 1900-1945, Page 29 - Art, http://www.hgtv.com/decorating/linocut-print/pictures/index.html - Printmaking Techniques, http://www.masterworksfineart.com/educational-resources/printmaking-techniques/ - Different printmaking techniques, http://www.monoprints.com/techniques/printmaking.php
7 F2F	LO 2 LO 3	Relief print techniques - Monochromatic	- Relief print techniques - Minnesota prints and printmakers, 1900-1945, Page 29 - Art, http://www.hgtv.com/decorating/linocut-print/pictures/index.html - Printmaking Techniques, http://www.masterworksfineart.com/educational-resources/printmaking-techniques/ - Different printmaking techniques, http://www.monoprints.com/techniques/printmaking.php
8 F2F	LO 1	Prototyping - Value of Prototyping - Scales of Prototyping	- Prototyping - Business Model Generation, Chapter 2 - Prototyping, http://www.usability.gov/how-to-and-tools/methods/prototyping.html
9 F2F	LO 3 LO 4	Printed edition - Ink types - Paper types - Paper size types	- Printed edition - Minnesota prints and printmakers, 1900-1945, Basic Printing Chapter 5 - Different printmaking techniques,

			http://www.monoprints.com/techniques/printmaking.php - What is a limited Edition Print, http://www.limitededitionprints.info/ - Paper sizes, http://www.prepressure.com/library/paper-size
10 F2F	LO 1	Story Telling - Value of Story Telling - Why Story Telling? - Company Perspective vs Customer Perspective	- Story Telling - Business Model Generation, Chapter 2 - The Irresistible Power of Storytelling as a Strategic Business Tool, hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool
11 F2F	LO 1	Creating Scenarios - Scenarios Guided Business Model Design - Steps of Creating Scenarios	- Creating Scenarios - Business Model Generation, Chapter 2 - Business Analysis Scenarios - Understanding the Business Interactions, http://www.batimes.com/articles/business-analysis-scenarios-understanding-the-business-interactions.html
12 F2F	LO 2 LO 3	Relief print technique types - Multi plate - Reduction	- Relief print technique types - Minnesota prints and printmakers, 1900-1945, Page 125 - Introduction to Printmaking, http://www.introductiontoprintmaking.blogspot.co.id/p/an-overview-of-registration.html - Reduction Linocut Process, http://www.sherrieyork.com/reduction-linocut-process/
13 F2F	LO 2 LO 3	Relief print technique types - Multi plate - Reduction	- Relief print technique types - Minnesota prints and printmakers, 1900-1945, Page 125 - Introduction to Printmaking, http://www.introductiontoprintmaking.blogspot.co.id/p/an-overview-of-registration.html - Reduction Linocut Process, http://www.sherrieyork.com/reduction-linocut-process/
14 F2F	LO 3 LO 4	Relief print media exploration techniques - Collagraph - Woodblock	- Relief print media exploration techniques - Minnesota prints and printmakers, 1900-1945, Page 96 - Woodblock Printmaking, http://www.youtube.com/watch?v=dliF74ojOho?

			- Process Book of Woodblock Printing, http://www.youtube.com/watch?v=TayWJgveEVY - How To Make A Collagraph Printing Plate, http://www.goodreads.com/author_blog_posts/3986908-how-to-make-a-collagraph-printing-plate - Japanese Wood-block Printing, http://www.woodblock.com/encyclopedia/entries/011_07/chap_2.html
15 F2F	LO 2 LO 3	Engraving technique principles - Aquatint - Dry point - Etching - Mezzotint	- Engraving technique principles - Minnesota prints and printmakers, 1900-1945, Page 10, Page. 63 - Drypoint Process, http://cms.binus.ac.id/Backend2/ContentCoNEW/Z0341/Add/Z0341001022016200115LF%20%20Drypoint%20Process%20MRG%201%202016.mp4 - Aquatint, http://www.crownpoint.com/page/aquatint/Rv2baTecnGraf.htm - Etching and Aquatint, http://www.magical-secrets.com/studio/etching_aquatint/aquatint/Rv2baTecnGraf.htm
16 F2F	LO 2 LO 3	Work in print media process - Acid types - Metal types - Working tools characteristic - Print reference	- Work in print media process - Minnesota prints and printmakers, 1900-1945, Page 104 - How to make an Acid Etching, http://www.lostartstudent.com/methods-and-materials/materials-printmaking/printmaking-etching-acid/how-to-make-an-etching.html - Aquatint, http://www.crownpoint.com/page/aquatint - Printmaking Intaglio, http://www.pietzcker.de/en/radierung.aspx - The Art of Original Engraving, http://www.acquaforte.it/en/
17 F2F	LO 2 LO 3	Work in print media process - Acid types - Metal types	- Work in print media process - Minnesota prints and printmakers, 1900-1945,

		- Working tools characteristic - Print reference	Page 104 - How to make an Acid Etching, http://www.lostartstudent.com/methods-and-materials/materials-printmaking/printmaking-etching-acid/how-to-make-an-etching.html - Aquatint, http://www.crownpoint.com/page/aquatint - Printmaking Intaglio, http://www.pietzcker.de/en/radierung.aspx - The Art of Original Engraving, http://www.acquaforte.it/en/
18 F2F	LO 2 LO 3	Screen Printing technique principles - Reference manual - Art work preparation - Artwork tracing - Basic equipment - Emulsion exposure - Exposure process	- Screen Printing technique principles - Minnesota prints and printmakers, 1900-1945, Chapter 2 - Basic Screen Printing Techniques 101 by Scott Fresener, t-biznetwork.com/articles/screenprinting/basic-screen-printing-techniques-101/ - Tehnik membuat acuan cetak sablon secara manual, http://www.printmania.wordpress.com/2010/06/27/beberapa-tehnik-membuat-acuan-cetak-screen-printing-sablon-secara-manual/
19 F2F	LO 3 LO 4	Screen printing technique to print - Water base ink - Printing process	- Screen Printing technique to print - Minnesota prints and printmakers, 1900-1945, Basic Printing, Chapter 7 - Convert image to spot colour, http://www.youtube.com/watch?v=4uydc2VmfvQ&feature=player_embedded - History of Custom Screen Printing, http://www.dfcscreenprinting.com/screen-printing-process
20 F2F	LO 3 LO 4	Screen printing technique to print - Water base ink - Printing process	- Screen Printing technique to print - Minnesota prints and printmakers, 1900-1945, Basic Printing, Chapter 7 - Convert image to spot colour, http://www.youtube.com/watch?v=4uydc2VmfvQ&feature=player_embedded

			- History of Custom Screen Printing, http://www.dfcscreenprinting.com/screen-printing-process

8. Evaluation

Theory

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

Practicum

-

Final Evaluation Score
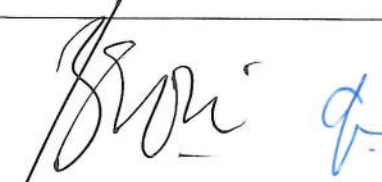
Aspects	Weight
Theory	100%
Practicum	0%

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 define the business model of the proposed business	Able to define the business model of the proposed business project and explain the relationship between the business model and the proposed business project correctly.	Able to define the business model of the proposed business project and explain the relationship between the business model and the proposed business project, but incomplete	Able to define the business model of the proposed business project but unable to explain the relationship between the business model and the proposed business project.	Unable to define the business model of the proposed business project
	1.2. Ability to propose a project for a company	Able to propose a project to build a business company completely and prepare the 100% prototype of the project in expo	Able to propose a project to build a business company completely and prepare the 75% prototype of the project in expo	Able to propose a project to build a business company completely and prepare the at least 50% prototype of the project in	Able to propose a project to build a business company completely and but unable to prepare the prototype of the project in

					expo	expo
LO 2	2.1. Ability to describe printed materials	Describe 10 different printed materials	Describe 8 different printed materials	Describe 6 different printed materials	Describe less than 6 different printed materials	
	2.2. Ability to choose the steps to prepare printed materials	Choose 8 the steps to prepare printed materials	Choose 6 the steps to prepare printed materials	Choose 4 the steps to prepare printed materials	Choose less than 4 the steps to prepare printed materials	
LO 3	3.1. Ability to describe printed techniques	Describe 5 different printed techniques with with complete and clear	Describe 4 different printed techniques with clearly but not complete	Describe 3 different printed techniques with complete but not clear	Describe less than 3 different printed techniques	
	3.2. Ability to apply techniques to the printing medium	Apply 5 different techniques to the printing medium	Apply 4 different techniques to the printing medium	Apply 3 different techniques to the printing medium	Apply less than 3 different techniques to the printing medium	
LO 4	4.1. Ability to to apply design on print medium properly	Apply design on 10 print medium properly with complete and clearly	Apply design on 8 print medium properly with clear but not complete	Apply design on 6 print medium properly with complete but not clearly	Apply design less than 6 on print medium properly	
	4.2. Ability to propose design on print medium properly	Propose 8 different design on print medium properly	Propose 6 different design on print medium properly	Propose 4 different design on print medium properly	Propose less than 4 different design on print medium properly	

Prepared by	Checked by
D3140 - Muhammad Imam Tobroni, S.Sn., M.Sn. D4993 - Gatot Hendro Prakoso, S.Pt., M.Sc.	D3140 - Muhammad Imam Tobroni, S.Sn., M.Sn. Acting as Subject Content Specialist
Approved by	Acknowledged by
D3140 - Muhammad Imam Tobroni, S.Sn., M.Sn. Subject Content Coordinator	D2919 - Budi Sriherlambang, S.Sn., M in Imagineering. Head of Program – New Media