


Course Outline	
DSGN7269 Graphic Reproduction Methods II (3)	
Effective Date 01 September 2016	Study Program Visual Communication Design Revision 0

1. Course Description

MRG II 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-1 NM) 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-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-3 NM) 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 NM) 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- 6 NM) Able to plan a business model to be implemented within visual communication design expertise.
(SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions.

3. Topics

- Screen printing reference application
- New Media Business Customer Profiles
- Screen printing technique to print
- Who are Our Next 10 Customers?
- Variety of Screen Printing Processes
- Making a polychromatic print
- High Specifications in of New Media Business
- Final Artwork for offset printing
- Color Management
- Quantifying the Value Propositions in of New Media Prods/Services

- Various types of offset machines
- Where is Your Positions? (Chart Competitive Position)
- Various types of paper
- The Art of Finishing
- Knowledge and Efficiency
- Designing Business Model of New Media Business
- Calculation of printing costs

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: Create reference to print with standard techniques
- LO 3: Apply the basics of printing techniques
- LO 4: Calculate the needs of print production costs properly
- LO 5: Propose business plan and the showcased potential business project, design and evaluate Business Plan

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Group Work, Individual Presentation, Role Play, Case Presentation, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Dameria, Anne. (2013). **Creativity On Print**. 01. Gramedia. Jakarta. ISBN: 978-6021778319.
2. Griffiths, Antony. (1996). **Prints & Printmaking: Introduction to History & Techniques**. 00. University of California Press. California. ISBN: 05202071419.
3. Drs. Sapto Misriyanto. (2009). **Teknik Dasar Cetak Sablon dan Digital Printing**. 01. Media Pressindo. Yogyakarta. ISBN: 9789797881191.
4. Anne Dameria. (2008). **Basic printing : panduan dasar cetak untuk desainer**. 00. Link & Match Graphics. Jakarta. ISBN: 9789799798169.
5. Mulyanudin. (2007). **Manajemen Color Untuk Peralatan Pracetak**. 01. Pusat Grafika Indonesia-Depdiknas. Jakarta. ISBN: 97995364016.
6. Bill Aulet. (2013). **Disciplined entrepreneurship : 24 steps to a successful startup**. 00. John Wiley & Sons, Inc. New Jersey. ISBN: 9781118692288.

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

6.2 Other Resources

1. Various types of offset Machines
2. <http://www.youtube.com/watch?v=FRS79DauAl8&feature=related>
3. http://www.youtube.com/watch?v=4uydc2VmfvQ&feature=player_embedded
4. <http://www.youtube.com/watch?v=EF4F0RpACCg>
5. <http://www.youtube.com/watch?v=oCFMc3gWGJE>
6. <http://www.mahamerubali.com/biaya-pokok-cetakan.html>
7. <http://www.adeesign.com/galeri-mesin-percetakan-offset>
8. <http://www.denbagus.com/color-management-manajemen-warna/>
9. <http://www.convinceandconvert.com/social-media-strategy/how-to-create-customer-profiles-to-reach-your-target-audience/>
10. <http://www.klariti.com/business-writing/business-requirements-specifications-1/>
11. <http://www.ayuprint.co.id/menghitung-kalkulasi-percetakan-kalkulasi-grafika/>
12. <http://www.hbr.org/2007/11/mapping-your-competitive-position>
13. <http://www.businessmodelsinc.com/tips-for-startups-how-to-design-your-business-model/>
14. <http://www.denbagus.com/warna-dan-tinta-cetak-ii/>
15. <http://www.printingforless.com/Offset-Printing.html>
16. <http://www.priceintelligently.com/blog/bid/193618/You-re-Leaving-Out-the-Customer-How-to-Quantify-Your-Value-Propositions>
17. <http://www.mpressnow.com/offset-printing/>
18. <http://www.infoentrepreneurs.org/en/guides/understand-your-competitors/>
19. <http://www.hbr.org/2011/01/how-to-design-a-winning-business-model>
20. <http://www.ducttapemarketing.com/blog/acquire-customers/>
21. <http://www.mahamerubali.com/biaya-pokok-cetakan.html>

7. Schedule**Theory**

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2 LO 3	Screen printing reference application <ul style="list-style-type: none"> - Artwork preparation - Artwork tracing - Halftone Raster - Trapping 	<ul style="list-style-type: none"> - Screen printing reference application - Prints & Printmaking: Introduction to History & Techniques, Page 9, Screen printing reference digital - Creativity On Print, Chapter 2 - Convert Images to Spot Colors using Photoshop, http://www.youtube.com/watch?v=4uydc2VmfvQ&feature=player_embedded
2 F2F	LO 5	New Media Business Customer Profiles <ul style="list-style-type: none"> - Choosing the Market - 7 Criteria of Beachead Market - Build the End User Profile of New Media - The Potential Characteristics of the End User Profile 	<ul style="list-style-type: none"> - New Media Business Customer Profiles - Disciplined entrepreneurship : 24 steps to a successful startup, Step 2 & 3 - How to create customer profiles, http://www.convinceandconvert.com/social-media-strategy/how-to-create-customer-profiles-to-reach-your-target-audience/
3 F2F	LO 3	Screen printing technique to print <ul style="list-style-type: none"> - Water and solvent base Ink - Printing process 	<ul style="list-style-type: none"> - Screen printing technique to print - Teknik Dasar Cetak Sablon dan Digital Printing, Chapter 4 - Screen printing one color video 2 - How to screen print, http://www.youtube.com/watch?v=FRS79DauAl8&feature=related
4 F2F	LO 5	Who are Our Next 10 Customers? <ul style="list-style-type: none"> - Making Connection with the Customers - Focusing on What to Do, Identifying the Next 10 Customers - Validity of the Current New Media Business Customers - Dealing with Negative Impacts - Identifying the Next 10 Customers 	<ul style="list-style-type: none"> - Who are Our Next 10 Customers? - Disciplined entrepreneurship : 24 steps to a successful startup, Step 5 & 9 - Acquire customers, http://www.ducttapemarketing.com/blog/acquire-customers/
5 F2F	LO 1 LO 4	Variety of Screen Printing Processes <ul style="list-style-type: none"> - Flocking - Foaming - Foil 	<ul style="list-style-type: none"> - Variety of Screen Printing Processes - Creativity On Print, Chapter 3 - Flock & Foil Printing.mov, http://www.youtube.com/watch?v=oCFMc3gWGJE
6 F2F	LO 2 LO 3	Making a polychromatic print <ul style="list-style-type: none"> - Supporting tools 	<ul style="list-style-type: none"> - Making a Polychromatic print - Teknik Dasar Cetak Sablon

		<ul style="list-style-type: none"> - Register - Screen printing works presentation 	dan Digital Printing, Chapter 3 <ul style="list-style-type: none"> - How-to screen printing a multiple color print, http://www.youtube.com/watch?v=EF4F0RpACCg
7 F2F	LO 2	Final Artwork for offset printing <ul style="list-style-type: none"> - Colour & Resolution - Bleeding & folding - Colour guide - Finishing guide - Imposition 	<ul style="list-style-type: none"> - Final Artwork for offset printing - Basic printing : panduan dasar cetak untuk desainer, Chapter 7 & 8
8 F2F	LO 5	High Specifications in of New Media Business <ul style="list-style-type: none"> - Creating a High-Level New Media Product Specs - Creating the Brochure 	<ul style="list-style-type: none"> - High Specifications in of New Media Business - Disciplined entrepreneurship : 24 steps to a successful startup, Step 7 - Business requirements, http://www.klariti.com/business-writing/business-requirements-specifications-1/
9 F2F	LO 2	Final Artwork for offset printing <ul style="list-style-type: none"> - Colour & Resolution - Bleeding & folding - Colour guide - Finishing guide - Imposition 	<ul style="list-style-type: none"> - Final Artwork for offset printing - Basic printing : panduan dasar cetak untuk desainer, Chapter 7 & 8
10 F2F	LO 2	Final Artwork for offset printing <ul style="list-style-type: none"> - Colour & Resolution - Bleeding & folding - Colour guide - Finishing guide - Imposition 	<ul style="list-style-type: none"> - Final Artwork for offset printing - Basic printing : panduan dasar cetak untuk desainer, Chapter 7 & 8
11 F2F	LO 2	Color Management <ul style="list-style-type: none"> - Basic knowledge - Tools calibration - Proof print 	<ul style="list-style-type: none"> - Color Management - Basic printing : panduan dasar cetak untuk desainer, Chapter 3 - Manajemen Color Untuk Peralatan Pracetak, Chapter 5&6 - Color Management, http://www.denbagus.com/color-management-manajemen-warna/
12 F2F	LO 5	Quantifying the Value Propositions in of New Media Prods/Services <ul style="list-style-type: none"> - Understanding What the Customers Want - Aligning the VP with the Customers' Desire 	<ul style="list-style-type: none"> - Quantifying the Value Propositions in of New Media Prods/Services - Disciplined entrepreneurship : 24 steps to a successful startup, Step 8 - How to Quantify Your Value Propositions, http://www.priceintelligently.com/blog/bid/193618/You-re-Leaving-Out-the-Customer-How-to-Quantify-Your-Value-Propositions
13 F2F	LO 1 LO 4	Various types of offset machines <ul style="list-style-type: none"> - Printing size 	<ul style="list-style-type: none"> - Various types of offset machines

		<ul style="list-style-type: none"> - Sheet fed & web fed - Computer to film - Computer to plate 	<ul style="list-style-type: none"> - Basic printing : panduan dasar cetak untuk desainer, Chapter 2 & 4 - Various types of offset Machines - Offset Printing FAQs, http://www.printingforless.com/Offset-Printing.html - Galeri Mesin Percetakan Offset, http://www.adeesign.com/galeri-mesin-percetakan-offset - Types of Offset Printing Machine, http://www.mpressnow.com/offset-printing/
14 F2F	LO 5	Where is Your Positions? (Chart Competitive Position) <ul style="list-style-type: none"> - Who the The Status Quo in New Media Business - Charting the Competitive Position 	<ul style="list-style-type: none"> - Where is your Positions? (Chart Competitive Position) - Disciplined entrepreneurship : 24 steps to a successful startup, Step 11 - Guides, http://www.infoentrepreneurs.org/en/guides/understand-your-competitors/ - Mapping your competitive position, http://www.hbr.org/2007/11/mapping-your-competitive-position
15 F2F	LO 1 LO 4	Various types of paper <ul style="list-style-type: none"> - Types - Size 	<ul style="list-style-type: none"> - Various types of paper - Basic printing : panduan dasar cetak untuk desainer, Chapter 5 - Warna dan Tinta Cetak II, http://www.denbagus.com/warna-dan-tinta-cetak-ii/
16 F2F	LO 2 LO 4	The Art of Finishing <ul style="list-style-type: none"> - Coating - Emboss & Debossed - Flocking - Die cut - Binding Method - Folding 	<ul style="list-style-type: none"> - The Art of Finishing - Basic printing : panduan dasar cetak untuk desainer, Chapter 6 - Creativity On Print, Chapter 3
17 F2F	LO 1 LO 4	Knowledge and Efficiency <ul style="list-style-type: none"> - Paper cost - Film Cost - Printing cost - Finishing cost 	<ul style="list-style-type: none"> - Knowledge and Efficiency - Creativity On Print, Chapter 3 - Biaya Pokok Cetakan, http://www.mahamerubali.com/biaya-pokok-cetakan.html
18 F2F	LO 5	Designing Business Model of New Media Business <ul style="list-style-type: none"> - Key Factor of Designing the Business Model of New Media Business - Categorizing the Business Model - Searching for Possible New Categories 	<ul style="list-style-type: none"> - Designing Business Model of New Media Business - Disciplined entrepreneurship : 24 steps to a successful startup, Step 15 - How to design your business model, http://www.hbr.org/2011/01/how-to-design-a-winning-business-model

			- Tips business model, http://www.businessmodelsin c.com/tips-for-startups-how-to-design-your-business-model/
19 F2F	LO 1 LO 4	Calculation of printing costs - Paper cost - Printing cost - Finishing cost - Offset printing works presentation	- Calculation of printing costs - Biaya Pokok Cetakan, http://www.mahamerubali.co m/biaya-pokok-cetakan.html - Menghitung Kalkulasi Percetakan, http://www.ayuprint.co.id/me nghitung-kalkulasi-percetakan-kalkulasi-grafika/
20 F2F	LO 1 LO 4	Calculation of printing costs - Paper cost - Printing cost - Finishing cost - Offset printing works presentation	- Calculation of printing costs - Biaya Pokok Cetakan, http://www.mahamerubali.co m/biaya-pokok-cetakan.html - Menghitung Kalkulasi Percetakan, http://www.ayuprint.co.id/me nghitung-kalkulasi-percetakan-kalkulasi-grafika/

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

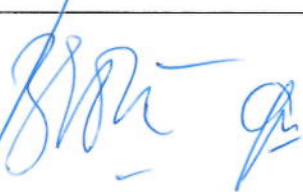
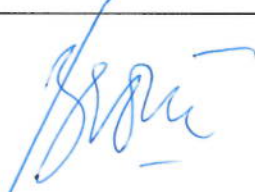


Aspects	Weight
Theory	100%
Practicum	0%

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 10 different printed materials	Describe 8 different printed materials	Describe 6 different printed materials	Describe less than 6 different printed materials
	1.2 Ability to choose the steps to prepare printed materials	Choose 8 the steps to prepare printed	Choose 6 the steps to prepare printed	Choose 4 the steps to prepare printed	Choose less than 4 the steps to prepare

		materials	materials	materials	printed materials
LO 2	2.1 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
	2.2 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 3	3.1 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
	3.2 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
LO 4	4.1 Ability to analysis differences the needs of print production costs	Analysis differences the needs of print production costs is clearly stated	Analysis differences the needs of print production costs is complete	Analysis differences the needs of print production costs is not complete	Analysis differences the needs of print production costs not appropriate
	4.2 Ability to calculation of printing costs & Business Plan	The printing costs & Business Plan is clearly and completely calculation with correct	The printing costs & Business Plan is completely calculation	The printing costs & Business Plan is not completed in a given due time with mostly correct	The printing costs & Business Plan is not completed in a given due time with not moderately correct
LO 5	5.1 Ability to identify potential business project, design and plan to be proposed.	Identify potential business project, design and plan comprehensively by giving clear background and objectives, supported by research.	Identify potential business project, design and plan not completely but still giving clear background and objectives, supported by research.	Identify potential business project, design and plan without giving clear background and objectives, supported by research.	Identify potential business project, design and plan in wrong direction and does not match with the requirements.
	5.2 Ability to create potential business	Create a	Create a not	Create a not	Create a bad

	project, design and business plan.	high potential business project, design and business plan. Supported by research and presented in the best way.	promising potential business project, design and business plan. Supported by research and presented in the best way.	convincing potential business project, design and business plan. Without any support of research. But still presented in the best way.	business project, design and business plan. Not supported by research, and bad presentation.
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