

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Diploma in Commercial Art

Semester: 3

**Subject Code**

**Subject Name** REPRODUCTION METHODS

Sr. No.	Course content
1.	<b>INTRODUCTION OF PRINTING PROCESSES AS REPRODUCTION METHODS :</b>
2.	<b>LETTER PRESS PROCESS:</b> 2.1 Hand composing 2.2 Mechanical composing 2.3 Type of machines. <ul style="list-style-type: none"><li>* Platen-traddle</li><li>* Semi- automatic</li><li>* Rotary</li></ul> 2.4 Printing method with make read.
3.	<b>Offset process:</b> 3.1 Process photography 3.2 -ve. +Ve, line 3.3 -ve +ve halftone 3.4 Two colour, multi colour separation 3.5 Plate making processes.  3.6 various types of machines. <ul style="list-style-type: none"><li>* Sheet fed-semi, fully automatic</li><li>* Web fed</li><li>* Rotary -automatic</li></ul> 3.7 Printing methods practically with make-ready.
4.	<b>SCREEN-PRINTING.</b> 4.1 Materials 4.2 Equipments 4.3 Process of printing with make-ready 4.4 Jobs suitable for screen printing process.
5.	<b>GRAVURE PROCESS.</b> 5.1 Materials 5.2 Equipment 5.3 Process of printing.

6.	<b>D.T.P. &amp; typesetting.</b> 6.1 Different programmes for DTP work. 6.2 Layout & page setting by computer. 6.3 Copying fitting in different alignment.
7.	<b>FLEXO PRINTING</b> 7.1 Flexo printing on plastic bags. 7.2 flexo printing on foils.

### **LABORATORY EXPERIENCES :**

1. Make single colour fulltone artwork mono/colour from any printed design.
2. Make flat colour artwork for more then mono/colour one or more colour.
3. Make one flat tone art work mono/colour.
4. Make full tone HT combined art work.
5. Prepare one separated Multi colour art work.
6. Make one single piece art work mono/colour M.C.
7. Make list of introduction for artwork.
8. Colour separation practical mono/colour artwork.
9. Colour separation practical from flat colour artwork.
10. Process any two for any two reproduction.
11. Make three design using colour separation artwork.
12. One complete professional artwork with the use of any method for actual client.

### **SUGGESTIVE INSTRUCTIONAL STRATEGIES :**

TOPIC NO.	INSTRUCTIONAL STRATEGIES	KEY RESOURCE NEEDED
1	Visit of printing press unit	-----
2	Visit of mechanical type writing foundries	-----
3	New developed offset presses visit	-----
4	Full job printing with screen-printing	-----
5	Gravure printing unit visit	-----
6	Discussion	-----

### **REFERENCES BOOKS:**

1. GATF                      Graphic Arts Technical  
Foundation book are  
available for printing subject.
2. Mudranshashtra      Ajay Patel, Pravin Thakkar      University Granth Nirman  
Board.
3. Graphic Art              Stevenson Gerorange A.      Mc Graw Hill, New york.
4. Graphic designs      Grey Pitter                      Focal Press, London.  
Repro.  
Techniques

**Note:** As per the need of termwork you should be prepared work with the use of the computer.