

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E Semester:3

DIPLOMA IN PRINTING TECHNOLOGY

Subject Code 335805

Subject Name DESIGN PROCESS TECHNIQUE

Sr.No	LABORATORY EXPERIENCES
1.	Prepare a Book / Publication Job Design.
2.	Prepare a Stationary Job Design.
3.	Prepare a Calender Design.
4.	Prepare an Advertisement Design.
5.	Prepare a Cartoon (Box) Layout.
6.	Prepare a Colour chart using Computer.
7.	Study and Demonstration of Hi end Scanner.
8.	Study and Demonstration of Image Setter.
9.	Collection and Classification of Originals / Images.
10.	Industrial Visit & Report. <ul style="list-style-type: none">- Design (Studio) Section.- Process Photography Section.

NOTES:

1. Term work report content of each experience should also include following.
 - a. Experience description / data and objectives.
 - b. Process parameters / setup setting values applied to carry out experience.
 - c. Steps / Process description to execute experience.
 - d. Observations.
2. Term work content of industrial visit report should also include following.
 - a. Brief details of industry visited.
 - b. Type, location, products, rough layout, human resources, etc of industry.
 - c. Details, description and broad specifications of machineries / processes observed.

- d. Safety norms and precautions observed.
- e. Student's own observation on Industrial environment, culture and attitude.
- f. Any other details / observations asked by accompanying faculty.

Reference Books:

Sr. No.	Name of Books	Authors/Publication
1.	Art and Copy Preparation	G. A. T. F
2.	Typography	C. S. Mishra
3.	P. C. Software	Taxali
4.	Handbook for Printing and Packaging Technology	Bishwanath & Chakravarti
5.	Handbook on D. T. P.	Anupam Prakashan
6.	Desk Top Publishing Systems	Joost List
7.	Desk Top Publishing	Kirty, Welson, Davies
8.	Desk Top Publishing Skill	Janues Felics & Ted Nace
9.	Introductions Phototype Setting	L. G. Heath GATF
10.	The New Era of Electronic Composition	N. Edward Berg.
11.	Electronic Composition : A Guide to the Revolution in Typesetting	N. Edward Berg, GATF
12.	Encyclopedia of Contemporary Type Setting	Edited by Charles Shapire GATF
13.	Electronic Publishing	Joost List, Vroom Helm.
14.	The Desk Top Publishing Book	Peter Worlock
15.	Modern Lettering & Layout	Pittmans
16.	Techniques of Design	Rand, Paol Van Nostrqud N. Y
17.	Graphic Design Manual	Haftman, Armim Van Nostrqud N. Y
18.	A History of Visual Communication	Hasting Hoive N. Y
19.	Display Typography	Erich, Bain Focal press, London
20.	Handbook of Advertising Art Production	R. M. Sehlemner Prince Hall inc. England, N. J.