

4S_FTHEReproduction and printing materials and systems

Qualification: Degree in Higher Artistic Education in Design in the specialties of graphic design, interior design, fashion design and product design.

Subject: Technology applied to graphic design

Type: Compulsory Graphic Design Training

Credits: 4 ECTS

Course: 2

Semester: 4

Language in which it is taught: Catalan / Spanish

Prerequisites:

Total hours: 100 h

Hours/week: 6,3 h

Face-to-face hours/week: 3 h

Self-employed hours/week: 3,3 h

1. Presentation of the subject

The subject belongs to the subject Technology applied to graphic design and is part of the scientific and technical area. The aim of this is for students to learn about the field of behavior of form, matter and space.

Technical vision is what will give students the ability to solve problems and make technical decisions in their design projects.

The main blocks of the subject Materials and systems for reproduction and printing are three: pre-printing, printing and post-printing. The knowledge of these phases and the tasks carried out in each of them will be deepened.

The subject has the following objectives:

Configure files for printing appropriately.

Differentiate between industrial and analog printing techniques and their particularities. Interpret the characteristics of graphic projects to choose the printing system, prepare originals and files for later reproduction.

Acquire specific terminology related to printed graphic production. Learn about the different printing media and their characteristics.

Value the presence of new technologies in industrial graphic production and the ecological aspects implicit in the development of each project.

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2. Course contents

1. The prototype and the concept of the digital original. Standard formats. ISO series A.
The conception of the model.

2. Preprint.

Guidelines for the formalization of a document for printing: marks and registrations. Economics of the graphic project. Optimization of the material.

3. Printing.

The process of reproducing a graphic original.

Color management and systems. Pantone, RGB, CMYK, Lab, HSB and Hexadecimal. Calibration of print proofs. Types of screen dots in printing. Linework and image resolution.

4. Printing.

Analog and digital printing systems. From Gutenberg to 3D printing and numerical control machines. Linkage and applications in Graphic Design.

Printing media (cellulosic and non-cellulosic).

5. Post-printing Finished and handled.

The mechanics and behavior of paper and its manufacturing process. Types of fibers. Types of bindings.

3. Skills worked on in the subject (Real Decret 633/2010)

Transversal skills		Subject	Subject
CT-03	Solve problems and make decisions that meet the objectives of the work being carried out.	X	X
CT-12	Adapt, in conditions of competitiveness, to cultural, social and artistic changes and to the advances that occur in the professional field and select the appropriate continuing education courses.	X	X

General skills		Subject	Subject
CG-04	Have a scientific view on the perception and behavior of form, matter, space, movement and color.	X	X
CG-10	Be able to adapt to changes and industrial technological evolution.	X	X
CG-15	Know processes and materials and coordinate your own intervention with other professionals, according to sequences and degrees of compatibility.	X	X

Specific Graphic Design skills		Subject	Subject
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.	X	X
GRA-11	Master the technological resources of visual communication.	X	X

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GRA-12	Master digital technology for processing images, texts and sounds.	X	X
GRA-17	Learn about the materials and technology for reproducing and editing texts and images.	X	X

4. Subject learning outcomes

SUN	Description of the learning outcome	Skills
RA-01	Use the technical terminology of the subject appropriately when carrying out activities.	CG-15, GRA-08
RA-02	Justify with technical criteria the use of a material and its suitability for design proposals.	CT-03, CG-04, CG-10, GRA-12
RA-03	Analyze and study the possibilities of each material through models and mock-ups to get the most out of the formalization of the proposal	CT-03, CG-04, CG-15, GRA-17
RA-04	Interpret and apply the current regulations specific to the specialty that govern graphic production processes	CT-03, CT-12, CG-10
RA-05	It approaches the formal finishes of the different printing processes to find the technique that best solves the objectives set.	RA-05, CT-01, CT-04, CG01, CG-02, CG-15, CG-18, GRA-04, GRA-11, GRA-12, GRA-17,
RA-06	Develop collaborative attitudes that promote and optimize teamwork.	CT-06, CT-07, CT-09, CT-10, CG-07, CG-11
RA-07	Based on printed graphic products, the student analyzes, debates and agrees on the printing systems and the color management work carried out in each case.	CG-04, GRA-08, GRA-17
RA-08	To value, to capture,edit, reproduce images for its correct graphic production.	CT-03, CG-04, GRA-11, GRA-12
RA-09	Develop the assignment by planning and organizing the work, optimizing resources	CT-03
RA-10	Learn about the system and processes for reproducing graphic originals.	CG-15, GRA-17

5. Teaching methodologies applied to the subject

Get up	Typology	Description	Apply
MD1	Conference and/or master class	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.	X
MD3	Readings and/or comments	Use of selected texts or materials as a starting point to promote reflection, critical understanding and debate among students.	X
MD5	Workshops and/or internships	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience	X

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		and/or the transfer of theoretical knowledge to real or simulated situations.	
MD7	Case study	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.	X
MD8	Project work	Project or problem based on the real or professional world that needs to be solved independently or in a group.	X
MD9	Guided practice	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives <i>feedback</i> active during practice.	X

6. Training activities of the subject

Get up	Description	Duration	Weighting
AF1	The prototype and the graphic original. Application of content to a specific format.	4 weeks	30 %
AF2	Color and pattern.	3 weeks	20 - 25 %
AF3	Visit to production facilities, material suppliers and festivals. Analysis and case study. Knowledge evaluation.	1 week	10 - 15 %
AF4	Self-publishing.	5 weeks	35 %

7. Evaluation systems

Due to their typology and educational program, all subjects in the ESDAPC undergraduate design studies include continuous assessment as a procedure to regulate and qualify the learning achieved by students during the semester.

In the event of not achieving the level of sufficiency in the evaluation activities within the closing milestones set out in the subject's schedule, the activities not passed may be corrected and/or completed within the recovery procedure defined by the teaching staff in their schedule.

7.1. Continuous evaluation

General evaluation criteria

The ESDAPC sets some **general evaluation criteria** which are common to all teaching guides, without prejudice to specific evaluation and grading criteria of each subject:

- Subject grading: A weighted average of the grades obtained in each of the training activities will be made in accordance with the percentages described in the teaching guide and classroom schedule. The subject will be passed with a grade of 5.0 (Pass). All assessment activities can be corrected and/or

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completed within the recovery procedure within the continuous assessment that the teaching staff defines in their classroom schedule.

- Class attendance is essential in order to guarantee that learning is progressive, flexible and allows feedback and adjustments in its achievement within the continuous assessment. For this reason, class attendance is mandatory. The teaching staff establishes the mechanisms to control it. The student who does not attend a minimum of 80% of the face-to-face hours of the subject loses the right to continuous assessment and may present for remediation outside of the continuous assessment defined in the teaching guide and classroom schedule for the subject. In cases of serious absenteeism, with attendance of less than 60% of the face-to-face hours of the subject, the student will lose the right to be evaluated and will have a grade of "Not Presented".
- The ability to organize and plan tasks is part of the learning outcomes that the student must achieve within the training process, therefore the deliverables of the evaluation activities must conform to the deadlines, the format and contents defined in the activity statement in order to be qualified. Activities submitted after the deadline, format and/or minimum content will be considered outside the continuous assessment process, will not be evaluated within it and will have to be resubmitted as a recovery.
- In the event of a submission or exam coinciding with a force majeure situation, the student may request to submit an activity after the deadline or repeat an exam, without being considered out of continuous assessment. This submission or exam will be carried out according to the conditions and calendar determined by the teaching staff.
 - Force majeure is understood to mean: serious illness or temporary incapacity (hospitalization) of student or a first-degree relative, coincidence with an official language level or driving license or inexcusable duties before the administration or death of a first- or second-degree relative. It must be requested in an argued and justified manner in the form of [generic application](#), addressed to the campus management, and must necessarily include the original with a stamp of the document proving the major cause alleged.
- The evaluation process is based on the student's personal work and presupposes the authenticity of the authorship and originality of the exercises carried out. Any act of copying and/or plagiarism or irregular use of Artificial Intelligence (AI) will result in the immediate and irrevocable suspension of the assessable activity, without the right to recovery.

However, and without contradicting these general criteria, each teacher may define other specific complementary conditions, which must be informed and published in writing at the beginning of the course to all students enrolled in their subject.

These complementary conditions cannot in any case result in a penalty or limitation of the qualification of an activity, nor the loss of the right to recover an activity.

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Specific evaluation criteria within continuous evaluation

ACT 1. The prototype and the graphic original. Application of content to a specific format. 30%

- Material optimization (30%) - (RA-2), (RA-3), (RA-08)
- Analysis of graphic products (30%) - (RA-1), (RA-04), (RA-07), (RA-10)
- Format study (40%) - (RA-04)

ACT 2. Color and pattern. 20 - 25 %

- Rigor and accuracy in the color analysis carried out (decimal / hexadecimal tonal value and characteristics ...) (10%)- (RA-03), (RA-09)
- Specification of the type of image and its chromatic treatment (bitmap/vector, use of inks) (10%)- (RA-08)
- Selection and study of references (argumentation of the choice of authors) (5%) - (RA-01), (RA-03)
- Organization of information in graphic space (5%) - (RA-09)
- Use and management of the screen in the proposal (resolution, angulation, linework) (20%) - (RA-01)
- Image processing and color palette (resolution, type of compression in the quality-loss ratio, color scale) (10%)- (RA-08)
- Composition and typographic hierarchy (10%) - (RA-08)
- Analysis and justification of the chosen medium (in relation to the inks) (10%) - (RA-02)
- Conclusions, writing and spelling, cleanliness and neatness (20%) - (RA-01)

ACT 3. Visit to production facilities, material suppliers and festivals. Analysis and case study. Knowledge assessment. 10 - 15%

- Study of manufacturing and production methods. Comparison. (Machinery and tools used in the manufacturing process) (20%)(RA-01) (RA-06) (RA-10)
- Study of the type of projects carried out in the company (orders and products shown, technical specifications, manipulations and treatments) (20%) (RA-06) (RA-10)
- Reflections on applications to graphic design (60%) (RA-02) (RA-06) (RA-10)

ACT4. Self-publishing. 35 %

- Technology used and pre-printing contents (10%) (RA-05)(RA-08)
- Color and suitability of palettes (10%) (RA-07)
- Model and analysis of materials to be used (10%) (RA-03)
- Student resources based on the possibilities given (10%) (RA-02)
- Planning to achieve the set objectives (10%) (RA-06) (RA-09)
- Composition and rhythm in the proposal (10%) (RA-09)
- Correct layout and export of the final document (10%) (RA-05)
- Paper mechanics (10%) (RA-03) (RA-05)
- Finishing and assembly (10%) (RA-03) (RA-05)
- Technical report (10%) (RA-01)

Evaluation instruments within continuous evaluation

Evidence is collected through:
Application exercises.

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Individual and/or group feedback: written or oral.
Direct observations.
Reports and technical documentation of the process.
Individual follow-up

Feedback is given orally in the classroom and based on the files submitted.

7.2. Rrecovery

General recovery criteria

The ESDAPC sets general recovery criteria that are common to all teaching guides, without prejudice to the specific evaluation and grading criteria of each subject:

- The ESDAPC provides for a single recovery per activity. The recovery of suspended activities will be done within the deadlines defined by the teaching staff in their teaching guide and classroom schedule within the same semester. In the event that the teaching staff has not established a recovery calendar, the student may submit the recovery activities during the last school week of the semester.

Specific recovery criteria within continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

If an activity is submitted to recover or improve the grade obtained in the first submission, the new assessment will replace the previous grade. If deficiencies are detected in the review of this recovery, the grade may be reduced, affecting the final grade for the subject.

To be evaluated, it is essential that the teacher has monitored the student's work process.

Specific recovery criteria outside of continuous assessment

- Students who do not meet the general evaluation criteria, described in point 7.1, will have to make up the activities outside of continuous evaluation.
- Students with activities that do not meet the format, content and delivery deadline conditions will have to make up the activities outside of continuous assessment.
- To opt for retake, the pending activities must be submitted during the retake period indicated by the teacher or, if not established, the retake can be done during the retake week. In addition to submitting all course activities, to retake the subject, the teacher requests a test and/or in-person exercise in the classroom, to demonstrate that the skills and contents of the subject have been achieved. This complementary test and/or exercise will have a weight of 60% with respect to the final grade of the course.
- This test may include the contents and skills of the four activities of the subject (AF1, AF2, AF3, AF4).

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- Specific evaluation criteria for the theoretical or practical test: the same specific evaluation criteria are maintained as in the continuous evaluation.

Subject recovery instruments outside of continuous assessment

Written and/or practical tests to be completed in the classroom within a certain time.

8. Educational care within the framework of an inclusive education system

This Teaching Guide takes into account educational care within the framework of an inclusive educational system that includes two reference frames that support it:

- MISU: Universal Measures and Supports to promote personal and social development in equity and equality.
- DUA: Universal Learning Design, which allows flexible learning situations to be created based on a design that detects and minimizes the barriers of the context, from the beginning, and that considers variability.

However, to ensure freedom of thought and opportunities in relation to the gender perspective, a co-educational dynamic is carried out that avoids the predisposition of differential treatment, role attributions or assumptions of abilities determined by gender.

The MISU and DUA will be applied to all ESDAPC students. Those students in need of additional measures and support will be included through an Individualized Support Plan.

9. Copying, plagiarism, and academic honesty

From a legal point of view, plagiarism is an infringement of copyright.

The ESDAPC NOFC describes in section 5.4 irregular conduct in the evaluation procedure, which includes copying or plagiarism in any academic activity.

10. Use of Artificial Intelligence (AI)

ESDAPC recognizes the value of Artificial Intelligence (AI) in the educational field, while highlighting the risks it entails if it is not used ethically, critically and responsibly. In this sense, in each assessment activity, students will be informed about the AI tools and resources that can be used and under what conditions, recommended whenever it is used as an assistant during the research process or as another source. In both cases, it must comply with the [citation regulations established by the APA](#).

For their part, students undertake to follow the instructions of the ESDAPC when carrying out the evaluation activities and citing the tools used and, specifically, to identify the texts or images generated by AI systems, which they may not present as their own.

Misuse of this tool can seriously affect the evaluation of the assessment activities. If in doubt, it is recommended that, before submitting the activity, a consultation be sent to the teacher.

For the evaluation, students are responsible for any possible errors that Artificial Intelligence may make.

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11. Sources of information and teaching resources

Basic bibliography

- Johansson, K., Lundberg, P. and Ryberg, R. (2011). *Graphic production manual: recipes*. Barcelona: Gustavo Gili.
- New Era Publications. (s/d). *Everything. Everything a good designer should take into account...* <https://www.novaerapublications.com/files/473524>.

Reference bibliography and other resources

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- Blasco, L. (2018). *Overprinting. From screen to paper and vice versa*. Barcelona: UOC.
- Dias, R. et al. (2025). *The Book Box. Industrial bookbinding techniques* (2nd ed.). Thorn: 0. itemzero.
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- Gatter, M. (2008). *Ready for printing*. Barcelona: IndexBook.
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- Lewis, A. (2016). *Want to publish a magazine? Keys to self-publishing, designing, and distributing independent publications*. Barcelona: Gustavo Gili.
- Mariano, M. (2021). *The manufacturing guide. Understanding, managing, and printing your graphic productions*. Paris: Pyramid.
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- Year of the Dog (2020). *Processes and products. Graphic arts: Processes, products, materials, quality, and evaluation*. EMD Ediciones.
- Year (2023). *Print finishes for graphic designers*. Barcelona: Hoaki.
- Year (2023). *Printable. Printing Techniques and Effects in Visual Design*. Hong Kong: Victionary.

Audiovisuals

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<https://www.clickprinting.es/blog/la-ret-cula-en-el-dise-o-gr-fico-definici-n-y-usos>
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- Sleepydays. (2017 aprox.). *8 bookbindings to make with your own hands*.
<http://www.sleepydays.es/2016/04/tecnicas-encuadernacion-manual.html>
- Uno Editorial. (2025, July). *Publish your book without selling your soul (or your car)*. <http://www.unoeditorial.com/>
- WikiHow. (2025, July). *How to rasterize in Illustrator*. <https://es.wikihow.com/rasterizar-en-Illustrator>

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12. Training activity sheets

ACTIVITY 1	Duration: 4 weeks	Weighting: 30%
Description of the activity		
Analysis of graphic originals and study of formats. Application of content to a specific format (configuration of the digital model with given conditions).		
Contents		
The prototype and the concept of the graphic original.		
Standard formats. ISO series A.		
The conception of the model.		
· Preprint.		
Guidelines for formalizing a document for printing: marks and indents.		
Economics of the graphic project. Optimization of the material.		
Skills		
CT-03	Solve problems and make decisions that meet the objectives of the work being carried out.	
CG-15	Know processes and materials and coordinate your own intervention with others professionals, according to the sequences and degrees of compatibility.	
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.	
GRA-11	Master the technological resources of visual communication.	
GRA-12	Master digital technology for processing images, texts and sounds.	
GRA-17.	Learn about the materials and technology for reproducing and editing texts and images.	
Applied teaching methodologies		
MD1	Conference and/or master class	
MD7	Case study	
MD9	Guided practice	

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Learning outcomes

RA-01	Use the technical terminology of the subject appropriately when carrying out activities.
RA-02	Justify with technical criteria the use of a material and its suitability for design proposals.
RA-03	Analyze and study the possibilities of each material through models and mock-ups to get the most out of the formalization of the proposal
RA-04	Interpret and apply the current regulations specific to the specialty that govern graphic production processes
RA-07	Based on printed graphic products, the student analyzes, debates and agrees on the printing systems and the color management work carried out in each case.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

The same specific evaluation criteria are maintained as those of continuous evaluation.

To be evaluated, it is essential that the teacher has monitored the student's work process.

Evaluation instruments within continuous evaluation

Application exercises.

Reports and technical documentation of the process.

Specific recovery criteria within continuous assessment

If the activity is submitted to recover or improve the grade obtained in the first submission, the new assessment will replace the previous grade. If deficiencies are detected in the review of this recovery, the grade may be reduced, affecting the final grade for the subject.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

To opt for recovery, students must submit the pending activities and take a theoretical/practical test to demonstrate that they have achieved the skills and contents of the subject. This test and/or complementary exercise will have a weight of 60% of the overall grade for the subject.

Recovery instruments outside of continuous assessment

Submission of pending work, if it has not been submitted + Theoretical or practical test in person in the classroom, on a date and time to be determined, within the period assigned for retakes.

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ACTIVITY 2	Duration: 3 weeks	Weighting: 20-25%
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Description of the activity

Color and pattern. Chromatic and compositional experimentation is the basis of the practical part of this activity.

Contents

2.Preprint.

- Economics of the graphic project.
- Material optimization.

3.Printing.

- The process of reproducing a graphic original.
- Color management and systems. Pantone, RGB, CMYK, Lab, HSB and Hexadecimal.
- Calibration of print tests.
- Types of weft stitches in printing.
- The lineature and resolution of the image.

Skills

CT-03	Solve problems and make decisions that meet the objectives of the work being carried out.
CT-12	Adapt, in conditions of competitiveness, to cultural, social and artistic changes and to the advances that occur in the professional field and select the appropriate continuing education courses.
CG-04	Have a scientific view on the perception and behavior of form, matter, space, movement and color.
CG-10	Be able to adapt to changes and industrial technological evolution.
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.
GRA-11	Master the technological resources of visual communication.
GRA-12	Master digital technology for processing images, texts and sounds.
GRA-17	Learn about the materials and technology for reproducing and editing texts and images.

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD3	Use of selected texts or materials as a starting point to promote reflection, critical understanding and debate among students.
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD7	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing

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different intervention or solution proposals through examples or references.

MD9 The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives *feedback* active during practice.

Learning outcomes

RA-01	Use the technical terminology of the subject appropriately when carrying out activities.
RA-02	Justify with technical criteria the use of a material and its suitability for design proposals.
RA-03	Analyze and study the possibilities of each material through models and mock-ups to get the most out of the formalization of the proposal.
RA-05	It approaches the formal finishes of the different printing processes to find the technique that best solves the objectives set.
RA-07	Based on printed graphic products, the student analyzes, debates and agrees on the printing systems and the color management work carried out in each case.
RA-08	Evaluate, capture, edit, reproduce and adapt images-for its correct graphic production.
RA-09	Develop the assignment by planning and organizing the work-optimizing resources.
RA-10	Learn about the system and processes for reproducing graphic originals.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Rigor and accuracy in the color analysis carried out (decimal / hexadecimal tonal value and characteristics ...) (10%)
- Specification of the type of image and its chromatic treatment (bitmap/vector, use of inks) (10%)
- Selection and study of references (argumentation of the choice of authors) (5%)
- Organization of information in graphic space (5%)
- Use and management of the screen in the proposal (resolution, angulation, linework) (20%)
- Image processing and color palette (resolution, type of compression in the quality-loss ratio, color scale) (10%)
- Composition and typographic hierarchy (10%)
- Analysis and justification of the chosen medium (in relation to the inks) (10%)
- Conclusions, writing and spelling, cleanliness and neatness (20%)

Evaluation instruments within continuous evaluation

Application exercises.
Reports and technical documentation of the process.

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Specific recovery criteria within continuous assessment

If the activity is submitted to recover or improve the grade obtained in the first submission, the new assessment will replace the previous grade. If deficiencies are detected in the review of this recovery, the grade may be reduced, affecting the final grade for the subject.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

To opt for recovery, students must submit pending activities and take a theoretical/practical test to demonstrate that they have achieved the skills and contents of the subject. This test and/or complementary exercise will have a weight of 60% of the overall grade for the subject.

Recovery instruments outside of continuous assessment

Submission of pending work, if it has not been submitted + Theoretical or practical test in person in the classroom, on a date and time to be determined, within the period assigned for retakes.

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ACTIVITY 3	Duration: 1 week	Weighting: 10-15%
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Description of the activity

Visit to printing houses, production facilities, material suppliers, fairs,... and subsequent case study, analysis, assessment, evaluation,... of the visited.

Contents

1. The prototype and the concept of the digital original. Standard formats. ISO series A.
The conception of the model.
2. Preprint.
Guidelines for the formalization of a document for printing: marks and registrations. Economics of the graphic project. Optimization of the material.
3. Printing.
The process of reproducing a graphic original.
Color management and systems. Pantone, RGB, CMYK, Lab, HSB and Hexadecimal. Calibration of print proofs. Types of screen dots in printing. Linework and image resolution.
4. Printing.
Analog and digital printing systems. From Gutenberg to 3D printing and numerical control machines.
Linkage and applications in Graphic Design.
Printing media (cellulosic and non-cellulosic).
5. Post-printing Finished and handled.
The mechanics and behavior of paper and its manufacturing process. Types of fibers. Types of bindings.

Skills

CT-12	Adapt, in conditions of competitiveness, to cultural, social and artistic changes and to the advances that occur in the professional field and select the appropriate continuing education courses.
CG-10	Be able to adapt to changes and industrial technological evolution.
CG-15	Know processes and materials and coordinate your own intervention with other professionals, according to sequences and degrees of compatibility.
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.
GRA-17	Learn about the materials and technology for reproducing and editing texts and images.

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Guia Docent del Grau en Disseny

Applied teaching methodologies

MD-1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD-3	Use of selected texts or materials as a starting point to promote reflection, critical understanding and debate among students.
MD-7	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.
MD-14	Others

Learning outcomes

RA-01	Use the technical terminology of the subject appropriately when carrying out activities.
RA-02	Justify with technical criteria the use of a material and its suitability for design proposals.
RA-03	Analyze and study the possibilities of each material through models and mock-ups to get the most out of the formalization of the proposal.
RA-06	Develop collaborative attitudes that promote and optimize teamwork.
RA-07	Based on printed graphic products, the student analyzes, debates and agrees on the printing systems and the color management work carried out in each case.
RA-10	Learn about the system and processes for reproducing graphic originals.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Study of manufacturing and production methods. Comparison. (Machinery and tools used in the manufacturing process) (20%)
- Study of the type of projects carried out in the company (orders and products shown, technical specifications, manipulations and treatments) (20%)
- Reflections on applications to graphic design (60%)

Evaluation instruments within continuous evaluation

Evidence is collected through:

Individual and/or group feedback: written or oral.

Direct observations.

Reports and technical documentation of the process.

Individual follow-up

Feedback is given orally in the classroom and based on the files submitted.

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Specific recovery criteria within continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

If an activity is submitted to recover or improve the grade obtained in the first submission, the new assessment will replace the previous grade. If deficiencies are detected in the review of this recovery, the grade may be reduced, affecting the final grade for the subject.

To be evaluated, it is essential that the teacher has monitored the student's work process.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

To opt for recovery, students must submit pending activities and take a theoretical/practical test to demonstrate that they have achieved the skills and contents of the subject. This test and/or complementary exercise will have a weight of 60% of the overall grade for the subject.

Recovery instruments outside of continuous assessment

Submission of pending work, if it has not been submitted + Theoretical or practical test in person in the classroom, on a date and time to be determined, within the period assigned for retakes.

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ACTIVITY 4	Duration: 5 weeks	Weighting: 35%
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Description of the activity

Self-publishing.

Contents

1. The prototype and the concept of the digital original. Standard formats. ISO series A. The conception of the model.
2. Pre-press. Guidelines for formalizing a document for printing: marks and registrations. Economics of the graphic project. Optimization of the material.
3. Printing. The process of reproducing a graphic original. Color management and systems. Pantone, RGB, CMYK, Lab, HSB and Hexadecimal. Calibration of print proofs. Types of screen dots in printing. The lineature and resolution of the image. Analog and digital printing systems. From Gutenberg to 3D printing and numerical control machines. Linkage and applications in Graphic Design. Printing media (cellulosic and non-cellulosic).
4. Post-printing. Finishing and handling. The mechanics and behavior of paper and its manufacturing process. Types of fibers. Types of bindings.

Skills

CT-03	Solve problems and make decisions that meet the objectives of the work being carried out.
CT-12	Adapt, in conditions of competitiveness, to cultural, social and artistic changes and to the advances that occur in the professional field and select the appropriate continuing education courses.
CG-04	Have a scientific view on the perception and behavior of form, matter, space, movement and color.
CG-10	Be able to adapt to changes and industrial technological evolution.
CG-15	Know processes and materials and coordinate your own intervention with other professionals, according to sequences and degrees of compatibility.
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.
GRA-11	Master the technological resources of visual communication.
GRA-12	Master digital technology for processing images, texts and sounds.
GRA-17	Learn about the materials and technology for reproducing and editing texts and images.

Applied teaching methodologies

MD1	Conference and/or master class
MD5	Workshops and/or internships

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MD7 Case study

MD8 Project work

Learning outcomes

RA-01	Use the technical terminology of the subject appropriately when carrying out activities.
RA-02	Justify with technical criteria the use of a material and its suitability for design proposals.
RA-03	Analyze and study the possibilities of each material through models and mock-ups to get the most out of the formalization of the proposal.
RA-05	It approaches the formal finishes of the different printing processes to find the technique that best solves the objectives set.
RA-06	Develop collaborative attitudes that promote and optimize teamwork.
RA-07	Based on printed graphic products, the student analyzes, debates and reaches consensus on the systems printing and the color management work carried out in each case.
RA-08	Evaluate, capture, edit, reproduce and adapt images for its correct graphic production.
RA-09	Develop the assignment by planning and organizing the work, optimizing resources.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Technology used and pre-printing contents (10%) (RA-05)(RA-08)
- Color and suitability of palettes (10%) (RA-07)
- Model and analysis of materials to be used (10%) (RA-03)
- Student resources based on the possibilities given (10%) (RA-02)
- Planning to achieve the set objectives (10%) (RA-06) (RA-09)
- Composition and rhythm in the proposal (10%) (RA-09)
- Correct layout and export of the final document (10%) (RA-05)
- Paper mechanics (10%) (RA-03) (RA-05)
- Finishing and assembly (10%) (RA-03) (RA-05)
- Technical report (10%) (RA-01)

Evaluation instruments within continuous evaluation

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Individual follow-up

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