

<b>SCHOOL</b>	Graphic design
<b>ACADEMIC YEAR</b>	THREE-YEAR PROGRAM II - 2025/2026
<b>SUBJECT</b>	856 Tecniche e tecnologie della stampa digitale
<b>TYPE OF SUBJECT</b>	Theoretical-Practical
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	6
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	II SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The market requires the acquisition of skills in the preparation of print-ready artwork, ensuring that digitally created products are professionally shared and adhere to the required market standards for printing.

<b>Knowledge and understanding</b>	The course aims to develop knowledge and comprehension skills within the discipline, enabling students to not only understand and assimilate the most common printing techniques, but also to create files that can be produced without difficulty.
<b>Applying knowledge and understanding</b>	Students are expected to demonstrate the ability to analyze and identify a product type suitable for brand promotion, and to implement it from both a design and an execution standpoint.
<b>Making judgements</b>	Students are expected to learn the main issues related to production and printing problems. The acquired skills will enable them to verify, prior to final delivery to the client, that the completed work is technically accurate by inspecting all aspects now considered standard: color profiles, cutting margins, cutting and folding marks, ink management, and overprints.
<b>Communication skills</b>	Demonstrated ability to clearly convey acquired knowledge and articulate a critical discourse regarding the executive choices implemented. Upon completion of the course, students will have acquired the ability to analyze a project initially conceived from a creative/conceptual perspective and subsequently implement it in an executive manner.
<b>Learning skills</b>	Students will employ management techniques for print executives and utilize dedicated panels or specific software for ink control and setup.

<b>CONTENTS</b>	- Configuration of the Graphics software suite - File management and importation - cut and fold marks - types of brochures and creation of the executive file - T-SHIRT printing techniques - hardcover file setup and executive printing - Recommended print resolution based on the output - graphic adaptations based on the final format - application of printing effects - design "cut path" with correct dimensions - packaging (notching, folding, and sealing)
<b>ADOPTED METHODOLOGY</b>	[X] In Person Lectures will be conducted with slides dedicated to various topics. The theoretical component will be explained, and practical application will be demonstrated by the instructor in relation to the topic at hand. Independent practical lessons will be conducted by students, with individual review or via the screencast method, involving collaborative commentary on the work in class to identify issues and highlight the improvements achieved.
<b>ASSESSMENT METHODS</b>	The course will conclude with a practical project that will incorporate the development of all topics covered throughout the program. The task will involve creating a small packaging using the die cuts shown in the course, adapting their format to the chosen product. A press executive with effects has been created.