

**Page designing & Printing**

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**Curriculum:**

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| <b>Unit I</b>   | Meaning of Page Designing, Elements and Structure of Page Designing, Dummy, Principles of Page Designing and Lay Out Press Copy and Proof – Revision. |
| <b>Unit II</b>  | Printing: Types of Printing, Uses, Printing Methods – Letterpress, Cylinder, Rotary, Gravure – Screen, Offset, Plate Making,                          |
| <b>Unit III</b> | Traditional and Modern Printing, History of Typography, Printing Technology Revolution, Typography of the Various Systems                             |
| <b>Unit IV</b>  | Types of Papers, Pagination; Designing and Printing of Cover Pages; Safety Measures in Printing Press. Newspapers via Satellite                       |

**Reference Books :**

1. Albert and Schiel, Dennes: Fundamentals of Coppy & Layout, National Book House.
2. Arnold, Edmund C: Designing the Total Newspape.r
3. Arnold, Edmund, Harper and Row: Financial Newspaper Design; New York.