

introduction to publishing



Introduction to Publishing (CAFM4007)

Level 4 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Tuesday 10:15 – 13:05 (DR002 Media Lab & DR004 Annex)

Module Tutors

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Dafydd Rowlands Room DR101

Module Support

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For times when the tutor is available for consultation, check the office hours on the office door and turn up for an appointment. If you need to consult the course team urgently, please email the staff member concerned.

AIM(S)

- To introduce the software suite and file formats used in professional print publishing and explore the ethical issues within a professional print publishing environment.
- Design and create page layouts suitable for print publishing, based on fundamental principles of design, for a specific target audience.

LEARNING OUTCOMES

By the end of this module students should be able to:

- make informed choices about the software and file formats to use in professional print publishing;
- demonstrate a range of professional image processing techniques and create imagery in an ethical manner for specific target audiences;
- show the application of the fundamental principles of effective document design;
- demonstrate an ability to reflect upon their desktop publishing and page layout design skills.

INDICATIVE CONTENT

This module will cover the history, development and practice of contemporary print publishing, covering issues such as the typography, colour theory, grids, document layout, and ethics in digital image manipulation and representation. The application of digital image processing, page layout design principles, and techniques for desktop publishing will also be among the skills introduced.

ASSESSMENT

Coursework 100%

1) Assessment 1 (80%): Portfolio (to the equivalent of 3200 words)

A portfolio of desktop publishing work that will typically comprise of image processing, typographic design work, and professional page layout designs for a specific target audience. The following four pieces must be included in your portfolio:

1. Film Poster (created in Photoshop)
A promotional poster for a film that you are producing for the Digital Film Production module. Created in Photoshop the poster will follow established film poster typographic and layout conventions
2. Film Magazine Cover (created in InDesign)
A cover design for a film magazine that features on the cover the same film used in the Film Poster design. The graphic design conventions followed will be based on print design for the magazine market. Image(s) will be placed in the InDesign document and all other additional elements such as typography will be added in InDesign
3. Two-page Spread (created in InDesign)
A two-page spread, created in InDesign, for your film magazine that will feature the same film that is the subject of the Film Poster and Magazine Cover. Created in InDesign the layout will demonstrate the creative, design and layout potential when creating a magazine spread on facing pages.
4. Electronic Publishing (created in Apple iBooks)
The materials used for your film magazine Cover and the two-page spread will be repurposed as an electronic publication, adding additional interactive and/or moving image elements as required.

Assessment Criteria

You will be marked on your creative and production skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form at the end of this booklet.

Coursework submission instructions

Hand in 2 separate copies of your work on disc to Y Cwad counter on the day of the deadline. You must conform to the following guidelines for submitting your work and accompanying disc, labelled as follows:

Surname_Identifier_ModuleCode_AssignmentNumber
(An example would be Williams_nh000_CAFM4006_1)

- Both the paper work, including the receipt, and the disc should be submitted in an A4 transparent 'reinforced pocket'.
- The disc should be submitted in a case (the thinner the better), a CD sleeve, an envelope or, if properly labelled, left loose in the reinforced pocket.
- The disc or its case/envelope should be physically labelled with your name. If you write on the CD-ROM you should use a marker pen designed for the purpose, NOT a pencil or ballpoint pen that may scratch the surface of the disc and make it unreadable.

Finally, you should always check the disc is readable on another computer; this will ensure that all necessary files have been copied onto the disk. If you get an error then you should check that you have not missed off copying any of the files from your computer onto the disk.

Deadline: Thursday 9 May 2013
Feedback due: Thursday 6 June 2013

2) Assessment 2 (20%): Reflective journal (800 words)

Critically reflect on the outcome of the portfolio, the experience gained and the skills that have been developed.

The work must be a Microsoft Word compatible word-processed document formatted with double line spacing and include references for all third party content you have used (books, images, websites, films etc) and must conform to the School Reference Guidelines (booklet available separately). There must be a word count at the end of the document.

The assignment will be submitted on disc to Y Cwad and as an electronic document via email. You will be given a receipt for the physical submission and should not assume that the electronic copy has been received until a confirmation email has been sent from your tutor.

Assessment Criteria

You will be marked on your critical evaluation skills and how they address the intended learning outcomes of the module as shown on the Module Feedback Form at the end of this booklet.

Deadline: Thursday 9 May 2013
Feedback due: Thursday 6 June 2013

MODULE RESOURCES

Essential

Adobe Creative Team, (2010) *Adobe Photoshop CS5 Classroom in a Book*. San Jose, CA: Adobe Press.

Anton, K. K. and Cruise, J. (2011) *Adobe InDesign CS5 Classroom in a Book*. Berkeley, CA: Adobe Press.

Chapman, J. and Chapman, N. (2007) *Digital Media Tools* (3rd ed.). Oxford: Wiley-Blackwell.

Recommended

Cohen, S. and Williams, R. (1999) *The Non-Designer's Scan and Print Book*. Berkeley: Peachpit Press.

Dabner, D. (2004) *Graphic Design School*. Hoboken, NJ: Wiley.

Elam, K. (2004) *Grid Systems: Principles of Organising Type*. Princetown Architectural Press: New York.

Fraser, T. and Banks, A. (2004) *The Complete Guide to Colour*. Lewes: Ilex.

Gatter, M. (2004) *Getting it Right in Print: Digital Pre-press for Graphic Designers*. London: Laurence King.

Golombisky, K. and Hagen, R. (2010) *White Space is Not Your Enemy*. Oxford: Focal Press.

Honeywill, P. (2003) *Digital Magazine Design with Case Studies*. Bristol: Intellect.

Kobre, K. (2000) *Photojournalism: The Professionals' Approach*. Oxford: Focal Press.

Koren, L. and Meckler, R.W. (1989) *Graphic Design Cookbook*. San Francisco: Chronicle Books.

Leslie, J. (2000) *Issues: New Magazine Design*. London: Laurence King.

Lupton, E. (2004) *Thinking with Type*. Princetown Architectural Press: New York.

Press, A.L. and Williams, B.A. (2010) *The New Media Environment: An Introduction*. Oxford: Wiley-Blackwell.

Quinn, S. (2001) *Digital Sub-editing and Design*. Oxford: Focal Press.

Whitaker, J. (2008) *Magazine Production*. London: Routledge.

Wilkins, L. and Christians, C. G. (2009) *The Handbook of Mass Media Ethics*. New York: Routledge.

Williams, R. (2003) *The Mac is not a Typewriter: A Style Manual for Creating Professional-level Type on your Macintosh*. Berkeley: Peachpit Press.

Williams, R. (2008) *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. Berkeley: Peachpit Press.

Zappaterra, Y. (2007) *Editorial Design*. London: Laurence King.

Zavoina, S. C. and Davidson, J. H. (2002) *Digital Photojournalism*. Boston: Allyn and Bacon.

Students will be directed to appropriate online resources over the course of the module.

The following software will be used on this module:

Adobe InDesign CS6
Adobe Photoshop CS6
Apple iBooks Author

Module evaluation:

At the end of this module, you will be asked to complete a module evaluation form.
Please refer to the anticipated learning outcomes above when making your evaluation.

MODULE TIMETABLE

Tues 29 Jan	<i>Lecture Workshop</i>	The Evolution of Modern Publishing Getting to know InDesign
Tues 29 Jan	<i>Lecture Workshop</i>	Design Principles Setting up a document with InDesign
Tues 5 Feb	<i>Lecture Workshop Assessment</i>	Images and Graphics Raster and vector images <i>Create a Film Poster using Adobe Photoshop</i>
Tues 5 Feb	<i>Lecture Workshop</i>	Typography Typographic design
Tues 12 Feb	<i>Lecture Workshop</i>	Colour Designing with colour
Tues 12 Feb	<i>Lecture Workshop Assessment</i>	Magazine Covers and Cover Lines Designing magazine covers <i>Create a Magazine Cover using Adobe InDesign</i>
Tues 19 Feb	<i>Lecture Workshop</i>	Printing and repro Creating print layouts and PDF files
Tues 19 Feb	<i>Lecture Workshop Assessment</i>	Magazine Publishing Redesign Case Study Using grids and styles <i>Create a Double Page Spread using Adobe InDesign</i>
Tues 26 Feb	<i>Lecture Workshop</i>	ePublishing 1 <i>Apple iBooks</i>
Tues 26 Feb	<i>Lecture Workshop Assessment</i>	ePublishing 2 <i>Apple iBooks</i> <i>Create an Electronic Publication</i>
Tues 5 March	No Class (Reading week)	
Tues 12 Mar	Coursework support	
Tues 19 March	Coursework support	
Tues 26 March	Coursework support	
Tues 19 May	DEADLINE FOR COURSEWORK	



BA (Honours) Film and Visual Culture
BA (Honours) New Media Production

Summative Assessment: end-of-module appraisal and feedback on outcomes

Learning Outcomes Achieved:

	Poor	Weak	Average	Good	Excellent
Make informed choices about the software and file formats to use in professional print publishing					
Demonstrate a range of professional image processing techniques and create imagery in an ethical manner for specific target audiences					
Show the application of the fundamental principles of effective document design					
Demonstrate an ability to reflect upon their desktop publishing and page layout design skills					

Staff feedback on the work produced for this module:



Mark:

Assessment 1	
Assessment 2	

**Please note that all marks are provisional until agreed/confirmed at the final Exam Board of the academic year.*