

Introduction To Publishing



2017-18

CAMF4007

Introduction To Publishing (CAMF4007)

Level 4 module – 20 credits

Deadline: 12 noon Friday 11th May 2018

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Thursday 09:00 – 12:00 (TL12 Mac Lab)

Module Tutor

Brett Aggersberg (b.aggersberg@uwtsd.ac.uk)

Teaching and Learning Block Film and Media Staff Office

Office Hour: Thursday 15:00-16:00

Please make an appointment with your tutor for a tutorial if you have additional questions not covered in the sessions. If you need to consult the course team urgently, please email the staff member concerned. Additional support times / production surgery will be indicated on your timetable. The room will be available at this time and there will be a member of staff available for support and to answer questions.

Audio Visual equipment should be booked out at least 48hrs in advance.

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 when making your evaluation.

Module Outline

Aims

- 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.

CONTENT

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

Transferable Skills:

Note-taking, oral expression, research skills, communication, evaluative and analytical skills, peer reviews, appropriate use of social media, and media production.

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 when making your evaluation.

Timetable:

The module is taught over an eleven week period, starting in week one of Semester two. Each class will last for three hours. There will be a Reading Week in week six.

The following software/hardware will be used on this module:

Adobe In Design CC, Adobe In-Design CC, Adobe Premiere CC, Adobe Photoshop. Other software will be recommended each week.

BIBLIOGRAPHY

Essential

- Adobe Creative Team, (2014) *Adobe Photoshop CC Classroom in a Book*. San Jose, CA: Adobe Press.
- Anton, K. K. and Cruise, J. (2014) *Adobe InDesign CC 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.

Web Sites

- <https://helpx.adobe.com/indesign/tutorials.html>
- <https://helpx.adobe.com/photoshop/tutorials.html>
- <https://helpx.adobe.com/illustrator/tutorials.html>
- <https://helpx.adobe.com/premiere-pro/tutorials.html>
- <http://www.lynda.com>

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

The bibliography is subject to change depending on available software and associated texts.

MODULE OUTLINE

You will be expected to conduct non-assessed tasks as part of your development on this module. This may include filming outside of the classroom environment.

<i>Week</i>	<i>Lesson Theme</i>
1	Introduction. The Development of Modern Publishing. Images and Graphics- Raster and vector images Getting to know Adobe InDesign
2	Design Principles- Magazine Covers and Cover Lines Setting up a document for digital publishing.
3	Typographic Design- including the Two Page Spread
4	Designing with colour
5	Creating print layouts and publishing PDF and EPUB files
6	<i>Reading Week</i>
7	Using grids and styles. Video for Publishing Documents.
8	Embedding Media and Interactivity
9	Cinemagraphs. Workshop.
10	Online Testing for Publication. Workshop.
11	Packaging your final project. Workshop.
11th May 2018	<i>ASSESSMENT DEADLINE</i> <i>All assessments to be submitted via Moodle by 12 noon on the deadline date as a portfolio including final publication files and a reflective journal.</i>
1st June 2018	DEADLINE FOR ASSESSMENT FEEDBACK

This schedule is subject to change and students are advised to check Moodle for the latest module information.

Assessment

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.

Assessment 1 (80%) (Deadline 11th May 2018, 12 noon)- Details:

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) (20% of assessment 1)

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. Digital Publication (created in InDesign) (80% of assessment 1)

The publication of 5 pages must include:

- A cover design for a magazine about the films you have produced for the Digital Film Production module. The graphic design work must be consistent and work to the conventions of the digital magazine market. Content such as images and media elements will be created outside of InDesign and should be included in the final submission. They will then be placed into the InDesign document for composition and publishing.
- 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.

Where appropriate you must reference third party content that is included in the publication.

- The publication must include multimedia elements such as video, animated elements, web links, embedded web content. The finished version must be published online as a preview using your Adobe account. A PDF and EPUB fixed version must also be created and submitted.

Assessment 2 (20%) (Deadline 11th May 2018, 12 noon)– Details:

Reflective Journal (800 words)

A critical reflection on the outcome of the portfolio, the experience gained and how the work could be approached differently in the future.

The self-evaluation in the Reflective Journal must critically consider the process of creating the documents with critical consideration of established theories. This will be done in the form of a written report with critical reflection and the use of images of production work in progress. As well as relating the film making process to the real world, the planning processes employed should be referred to. You may include images from the production process including: screen grabs of the page layout and editing, and third party graphics which have been re-appropriated.

This written assessment will be submitted electronically using Moodle.

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 Referencing Guidelines (booklet available separately). There must be a word count at the end of the document.

ASSESSMENT CRITERIA

You will be marked on your academic and presentation 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.

Your engagement with the assessment tasks and the theoretical and practical processes employed will be considered during the marking process. You should provide evidence of working with theories developed in lectures such as composition, manual camera controls, image manipulation, and file formats, as well as evidence of research both historical and the contemporary field.

You will be marked on your critical evaluation within yourself reflection, and on your personal research 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

You must conform to the following guidelines for submitting your work:

Digital Publishing Work-

You submit one zipped folder containing the materials listed below that demonstrate your response to the assessment. It should be labeled with the module code and your student number.

- Online preview version of publication (a link can be provided as a Word document hyperlink) and the original In-Design file;
- Original asset files;
- Exported PDF versions of poster and publication;
- Original Photoshop file of poster.

The file(s) should be in a folder with the following label structure-

StudentNumber_ModuleCode_AssignmentNumber

(An example would be 170000_ CAMF4007_1),

Please label individual films indicating their purpose.

Written Work-

Reflective Journal-

Your 800 word reflective journal must be submitted via the space provided on the Moodle module.

- Screen grab files of your working progress can be included and should be appropriately labelled;
- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 170000_ CAMF4007_2);
- Reflective documents must be submitted as a Microsoft Word 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. Addresses for blogs must be submitted as a hyper link inside a Word document;
- Folders of mixed file formats and content should be clearly labelled and organised.
- **All work should be submitted via Moodle by the deadline.**

DEADLINE AND FEEDBACK

Deadline: 12 noon Friday 11th May 2018
Feedback due: Friday 1st June 2018

FEEDBACK

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between teachers and students in formal classes.
- Direct questions and responses from teachers inside and outside formal classes.
- Email correspondence between teachers and students.
- Interactions between students and teachers using the module message board on Moodle.
- Informal comments and responses to pitches and presentations in classes.
- Comments and annotations added to written submissions, such as essays and reflective journals.
- Formal written feedback in response to assignments recorded on the summative assessment module feedback forms.

You will have an opportunity to discuss your feedback with your tutor. **Feedback will be returned on assessed work within three weeks of submission.**

An example of the marking proforma can be found on the departments Moodle page and will be used alongside the assessment criteria provided in this booklet

Notes: