

BMED412 Print and Digital Publishing

ECTS Value: 5 ECTS
Self-Study Hours: 60

Contact Hours: 25
Assessment Hours: 40

Overall Objectives and Outcomes

This module covers the practical and technical skills involved in digital and print-based publishing, with a core focus on editing, production and a professional understanding of the business of publishing. It focuses on foundational skills, understanding, and appreciation of the various components of publishing of books, magazines, and journals, in print and in the online environment. Course participants will gain the knowledge to manage the publishing process from idea generation to publication, employ a range of different writing and visual skills, learn to pitch and commission stories and gain hands-on experience in producing a publication across print and digital media formats.

By the end of this module, the learner will be able to:

Competences:

- a. Carry out tasks in editorial, print and digital publishing and visual communication;
- b. Come up with different ideas for publication for both print and digital formats;
- c. Implement these ideas and work on producing a publication for both print and digital;
- d. Design a webpage;
- e. Manage a blog;
- f. demonstrate the skills of independent researchers and project managers;
- g. Be responsible of a creative team working on a publication.

Knowledge:

- a. Define the language of design : elements and principles
- b. Explain the cultural and historical processes of print;
- c. Identify the nexus between word and image in design;
- d. Describe different subject terminologies in editorial design;
- e. Critically evaluate publishing project planning and management in complex and unpredictable contexts.

Skills:

- a. Develop visual communication skills for online/print publications;
- b. apply visual communication skills towards the production of a printed or digital publication;
- c. create and shape stories, information and ideas for print and digital;
- d. Understand the different types of medium and the different type of content each medium requires;
- e. create content for different types of medium; such as: blog, website, advert, newspaper etc.

Assessment Methods

This module will be assessed through: Presentation, Practical Work, Assignment.

Suggested Readings

Core Reading List:

1. Print Production:

- Johanssen, K. et al (2011), A Guide to Graphic Print Production, 3rd ed.
- Murray, S. (2020), Introduction to Contemporary Print Culture, (1st ed.), Routledge, London

2. Visual Communication/Editorial Design :

- Heller, S. & Vienne, V. (2012), 100 ideas that changed graphic design, (2nd, ed.) Laurence King Publishing
- Dabner D. & Stewart, S. (2014) Graphic Design School : A Foundation Course for Graphic Designers working in Print, Moving Image and Digital Media (5th ed.), Thames and Hudson Ltd.

3. Publishing:

- Biel, J. (2018), A People's Guide to Publishing: Build a Successful, Sustainable, Meaningful Book Business, Microcosm Publishing

Supplementary Reading List:

1. Baldwin J., Roberts L. (2006) Visual Communication: From Theory to Practice. AVA Publishing
Skolos, N., Wedell, T (2006) Type Image Message. Rockport
2. Greenwald, M. L., Luttrupp J. C. (2008) Designing for Print Production: Essential Concepts. Delmar Cengage Learning
Pipes, A. (2001) Production for Graphic Designers. New York, Overlook
Bann, D. (2007) The All New Print Production Handbook. Watson-Guptill
3. Rothstein, J. (2007) Designing Magazines. Allworth Press
Fawcett-Tang, R. (2008) Experimental Formats 2: Books, Brochures, Catalogs (v. 2). RotoVision
Moser, H. (2003) Surprise Me. Mark Batty Publishing
Rivers, C. (2009) Mag-Art: Innovation in Magazine Design. RotoVision
Ambrose, G., Harris, P. (2011) Basics Design: Format. Ava Publishing
Ambrose, G., Harris, P. (2011) Basics Design: Layout. Ava Publishing
Muller-Brockmann, J. (2008) Grid Systems in Graphic Design: A Handbook for Graphic Artists, Typographers, and Exhibition Designers. Niggli Verlag