

BUSS B8020: Commercial Media Publishing

Module Details	
Module Code:	BUSS B8020
Full Title:	Commercial Media Publishing APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Seamus Rispin
Departments:	Unknown
Module Description:	<p>Commercial Media Publishing involves creating, designing and styling engaging page layouts for print and digital. As platforms such as digital media and social media spring up, Commercial Media Publishing enables the delivery of online designs in the form of web pages, posters, flyers, brochures, catalogues and multi-colour publication.</p> <p>Commercial Media Publishing will be delivered in two parts, Part A will consist of Web page Development using Adobe Dreamweaver and Part B Media Publishing.</p> <p>PART A Students will learn the fundamentals of web design using Dreamweaver and CSS. After learning how to test and upload a website, the student will be asked to develop their own web site project.</p> <p>PART B will use Adobe InDesign which is a publishing software application that enables users/designers to import text, photographs and vector art, place them onto a page and link multiple pages together for a quick electronic distribution</p>

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	PART A Web Development - see point 3 to 6 below
MLO2	PART B Media Publishing - See point 7 to 10 below
MLO3	describe fundamental web functionality such as domain registration and hosting, naming conventions and best practices.
MLO4	understand html editing.
MLO5	create web pages using an editor such as Adobe Dreamweaver apply the principles of design and layout theory to web pages
MLO6	publish a web site to the Internet
MLO7	Recognise, Navigate and Customize the InDesign Interface
MLO8	Experiment with text, type and style tools (text frame, text editing, importing text, redefining and applying styles
MLO9	Build documents master page and apply master pages to multiple pages
MLO10	Create and produce multi-colour publication in the form of a brochure, poster and newsletter
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Part A - WEB DEVELOPMENT	
n/a	
• How the Web Works IP Principles Domain Registration and Hosting Naming Conventions and Best Practices.	
• Introduction to HTML5 tags and tag attributes html, body, title, p, br, ol, ul, dl, h1 to h6, strong, em and table	
• Revision on Working with Graphics Graphic formats for the Web, Basic graphic editing features (Photoshop of Fireworks)	
• Creating Web Pages with Adobe Dreamweaver Build a basic web page, What is CSS, Creating Lists and Setting up web page structure using DIV Tags.	
• Going Live with Your Website Uploading Your Files to a Server, Testing Your Site	
• Web Design Principles (theory) The do's and don'ts of designing the structure and layout of your web pages.	
Part B - MEDIA PUBLISHING	
n/a	
• Introduction to Commercial Media Publishing & the InDesign application & workspace - What is Commercial Media Publishing - Commercial Media Publishing – An essential tool for print and digital media - The InDesign window and Panels - Using guides and styles	
• InDesign working with Text Tools - Entering and formatting text - Placing and formatting text - Applying text wrap	
• InDesign working with Type Tools - Placing and formatting type - Understanding Layers - Entering and formatting type	
• InDesign working with Style Tools - Applying object styles - Using nested styles - Applying paragraphs styles - Applying character styles - Using styles	
• Building Documents with Master Pages - Planning your document, custom page size - Creating and formatting master pages - Basing master pages on other master pages - Placing formatted text, adding images, text to master frames - Applying master pages to multiple pages	
• In class Demonstrations and DIY tasks (continuous) - Creating a poster - Creating a brochure - Creating a Newsletter	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Class Test	% of Total Mark	15
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description			
PART A - Provide a class test on web functionality, html and web design theory.			
Assessment Type	Continuous Assessment	% of Total Mark	35
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,3,4,5,6
Duration in minutes	0		
Assessment Description			
PART A - Using Adobe Dreamweaver (or equivalent), develop a four/five page web site. The web site content should be ideally be provided by the lecturer and based on a suitable external project from say a small organisation. If no such project is available then the content can be an introduction to any given topic/subject matter.			
Assessment Type	Class Test	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	7,8
Duration in minutes	0		
Assessment Description			
PART B - Continuous Assessment 1: In class practical exam			
Assessment Type	Class Test	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	7,8,9
Duration in minutes	0		
Assessment Description			
PART B - Continuous Assessment 2: In class practical exam			
Assessment Type	Continuous Assessment	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	6,7,8,9,10
Duration in minutes	0		
Assessment Description			
PART B - Continuous Assessment 2: On-going practical assignment			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
No repeat examination			
Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.			
Reassessment Description			
Students repeating this module should attempt am assesment for both Part A and Part B.			
Part A reassessment will consist of developing a four/five page web site as described above.			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Practical	Contact	PART A Delivery: Web Design and Development theory can be delivered during lab sessions.	Every Week	1.50	1.5
Practical	Contact	PART B Delivery: Media Publishing lab sessions	Every Week	1.50	1.5
Independent Study	Non Contact	No Description	Every Week	6.00	6
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Chad Chelius. Getting Started with dreamweaver and CSS, CS5. All Chapters, video2brain, <http://www.video2brain.com/en/courses/getting-started-with-dreamweaver-and-css>.

Kelly McCathran. (2012), Adobe InDesign CS6: Learn by Video - Master the Fundamentals, CS6. All chapters, www.video2brain.com, <http://www.video2brain.com/en/courses/adobe-indesign-cs6-learn-by-video>, [ISBN: 978-0-321-84070-7].

Supplementary Book Resources

Jennifer Smith, Jeremy Osburn and AGI Creative Suite. (2012), Adobe Creative Suite 6 Design and Web Premium, Chapter 7 Lesson 1- 5, John Wiley and Sons, Canada, p. 641-832, [ISBN: 978-1-118-12405-5].

This module does not have any article/paper resources

Other Resources

Website, PART A - Dreamweaver CS5,
<http://www.adobe.com/products/dreamweaver.html>

Website, PART A - web pages that suck,
<http://www.webpagesthatsuck.com/>

Website, PART A & B - Good Tutorials,
<http://www.good-tutorials.com/>

Website, PART B - In Design, www.adobe.com,
<http://www.adobe.com/products/indesign.html>

Website, PART B - Creating New Document Tutorial, Adobe,
<http://helpx.adobe.com/content/help/en/indesign/using/create-new-documents.html>