Seminar: Digital Publishing

Academic Year: (2021 / 2022) **Review date: 04-06-2021**

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: PERIANES RODRIGUEZ, ANTONIO

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

OBJECTIVES

CG1 - Learn and apply basic principles and techniques in digital information management.
CG2 - Learn theories, principles and tools in communication, organisation and information management.
CE7 - Learn and manage digital publishing tools for content creation.
CE12 - Learn design and planning principles of a complex and fully operational digital publication.

DESCRIPTION OF CONTENTS: PROGRAMME

This course presents the concepts, techniques, tools and applications in digital publishing and the main trends in the creation and development of digital contents and documents.

The current context requires originals impeccably written and attractively presented, so have a good command in the application of the most appropriate and efficient techniques is essential in the creation of effective, consistent and compelling documents.

Students will dominate the different techniques and professional tools of this speciality, the main trends, the evaluation tools and the fundamentals of technical writing, all of them crucial in the information specialists background.

Contents:

Lesson 1. Introduction to design for digital publishing.
Lesson 2. Principles of design.
Lesson 3. Type and typography.
Lesson 4. The design process.
Lesson 5. Ideas, concepts and content generation.
Lesson 6. Visualisation and colour.
Lesson 7. Composition.
Lesson 8. Proportions, grids, and alignments.
Lesson 9. Book cover design.
Lesson 10. Branding and visual identity.
Lesson 11. E-books design.
Lesson 12. Technical writing.
Lesson 12. Stock photography.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- HALL, Frania The business of digital publishing an introduction to the digital book and journal industries, Oxfordshire, England; New York: Routledge, 2013.