

Academic Year: ( 2023 / 2024 )

Review date: 01-06-2023

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: PERIANES RODRIGUEZ, ANTONIO

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

**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.

**ASSESSMENT SYSTEM**

Assignment 1. Redesign using logos.  
 Assignment 2. Graphic and textual redesign.  
 Assignment 3. Poster redesign.  
 Assignment 4. Brochure redesign.  
 Assignment 5. Replica of a digital magazine.  
 Assignment 6. Replica of a digital book.  
 Assignment 7. Replica a trifold brochure.  
 Assignment 8. Replica of a poster.

The number of assignments can vary depending on the annual schedule or specific teaching demands.  
 The student have to obtain a minimum of 50% in each part (theory and continuous assessment) individually to pass the subject.

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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.

