

Module 12: Desktop Publishing

Stage							1
Semester							2
Module Title							Desktop Publishing
Module Number							12
Module Status							Elective
Module ECTS Credits							5
Module NFQ level							9
Pre-Requisite Module Titles							None
Co-Requisite Module Titles							None
Capstone Module?							No
List of Module Teaching Personnel							Ryan Brennan, Ruairi Murphy
Contact Hours					Non-contact Hours		Total Effort (hours)
36					64		100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
18	18			24		40	
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	100				100%		

Intended Module Learning Outcomes

On successful completion of this module the learner will be able to:

1. Develop robust and efficient practical desktop publishing solutions to meet a range of client and end user requirements.
2. Creatively apply design theory.
3. Demonstrate an ability to produce professional standard and corporately acceptable designs.
4. Display creativity and originality in a wide range of visual design mediums.

Module Objectives

This module further develops the learners understanding of graphic design, the use of colour, type, imagery and layout. Theories and principles relating to individual and cultural understandings of visual forms and impressions are further explored. Continuing from the visual communications module learners focus and hone their design skills and gain practical experience in desktop publishing and illustration packages.

Module Curriculum

Layout Design

Producing multipage documents, preparing pages for print, margins, markers, flowlines, common grid systems: manuscript grid, column grid, modular grid and hierarchical grid.

Geometric Design

Creative applications for a geometrical approach to page composition. Classic proportional systems; lines shape and curves.

Typographic Design

Typeface classifications and sizes, letter spacing, line spacing, column structures, and grid systems.

Visual Sequencing

Conceptual development, grid systems. The principle of balance. Colour Theory. Typographic hierarchy, and text/image integration.

Structure and Deconstruction

Moving beyond traditional layout structures and using more intuitive, experimental approach. Post-Modern layout techniques: freeform, cutouts, conceptual design. Exploring design in relation to creating a brand. Unifying themes and thinking creatively.

Reading Lists and other learning materials

Recommended Reading

The Non-Designer's Design Book 2nd edn	Williams R.	Peachpit Press	2004
Basics Of Design, 2nd edn	Graham, L.	Thomson Delmar	2005
Design Basics for Creative Results	Peterson, B	How Design Books	2003
Design Thinking	Ambrose, G. & Harris, P.	AVA Publishing	2009
Basics of Design	Lisa Graham	Delmar	2005
Before & After Page Design	John McWade	Peachpit Press	2003

Secondary Reading

The Non-Designer's Type Book	Williams R.	Peachpit Press	2006
Graphic Design School	Dabner, D.	Thames & Hudson, London	2004
Problem Solved	Johnson, M	Phaidon Press	2002
Designing For Newspapers And Magazines	Frost C	Routledge	2003

Additional reading as recommended by lecturer, appropriate to topic.

Module Learning Environment

Lectures are carried out in class rooms / lecture halls in the College. Lab tutorials are carried out in computer labs throughout the Campus. All have the software required to deliver the programme.

Library

All learners have access to an extensive range of physical and electronic (remotely accessible) library resources. The library monitors and updates its resources on an on-going basis, in line with the College's Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

Module Teaching and Learning Strategy

Learners are taught using a combination of lectures and practical tutorials. Tutorials are lab-based and are used to develop the learners visual expression in a creative and innovative fashion. The lectures explore the relationship between the verbal and visual in the context of published

material. This is further developed in the practical class where the learner is required to come up with practical solutions to desktop publishing problems.

Module Assessment Strategy

Assessment is 100% continuous. Continuous assessment enables the learner to apply visual design strategies and develop a portfolio of design solutions. In-class critiques and textual analysis add to their understanding of the effective application of the principles of desktop publishing.

Learners are assessed on the following, completed during the course of the module:

Element No.	Weighting	Type	Description	Learning Outcomes Assessed
1	30%	Assignment	<p>Learners must research, design and implement a logo. The logo will be implemented in collaboration with an internal client. The clients will be provided by the lecturer and the learner would be expected to liaise with the client throughout the process. It will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • Originality and creativity of design solution • Documentation of process • Communication with client • Technical proficiency 	2,3,4
2	70%	Assignment	Learners must develop an idea for designing a new magazine and implement the design, producing at least 4 sample pages, one of	1,2,3,4

			<p>which must be a front cover. This will include writing an initial proposal based on market research. Learners will be assessed on the following:</p> <ul style="list-style-type: none">• Appropriateness of design based on research• Originality and creativity of design solution• Understanding and implementation of desktop publishing and visual communication principals• Technical proficiency• Documentation of process and research	
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