

BA (Hons) Graphic Design Yr. 2

Module Title:	Design for E-Publishing
Module Code:	BAGD08I
Level:	5
Credits:	15
Overall Teaching and Learning hours:	300

Module Description:

This module will focus on E-Publishing and the extent to which it will enable students to engage with the dynamic nature of a rapidly evolving part of the publishing industry in terms of both the strategic and practical sides of e-publishing, web and pdf interactivity.

Through lectures, seminars, practical workshops and design briefs, working practices in areas such as design, information graphics and typography will be covered, as well as the evaluation and selection of appropriate media platforms.

Indicative Content:

- Creating digital pages and templates for use on tablets, phone and screen.
- Creating interactivity: slideshows, web links, web content, including HTML5 files, audio, video, video effects and animation, image sequences and panoramas and icons.
- Design and creation of interactive media for devices.
- Distribution processes.
- Development of a personal visual language through records of ideas, concepts and observations relating to set brief(s) using Adobe Creative Cloud software.
- Developing an historical and contemporary overview.
- Seminars and group critiques to aid analysis of recorded visual research and provide platform for critical evaluation.
- Illustrated technical file as a means of recording, evidencing and responding to techniques and processes.
- Selection of appropriate concept(s) for development, refinement and realisation.
- Personal time management strategies in order to meet targets and deadlines.
- Summative statements as a device for communication, evaluation and self- appraisal.
- Good Health and Safety practice to include responsibility to self and others within the workshop environment.

Learning and Teaching Methods:

This module will be delivered through the following teaching and learning methods:

- Presentations
- Demonstrations and Workshops
- External Visits
- Individual Tutorials and Group Tutorials
- Guided and self-directed research and study
- Reflective Evaluation
- Independent Studio Work

Specific Learning Resources:

Mac Suite; LRC; GD Studio; VLE (Moodle).

Module Specifications: UCC School of Art

Module Learning Outcomes

Subject Specific Learning Outcomes

On successful completion of this module you will be able to:

LO 1	Apply appropriate research strategies to investigate the nature of digital interactivity and its applications.
LO 2	Explore and exploit the potential for visual relationship between typography and graphic imagery through design proposals.
LO 3	Select and apply appropriate publishing software to realise creative design solutions.
LO 4	Demonstrate understanding of current industry standards for the Platform Publication Approval and Distribution process.
LO 5	Critically evaluate relevant contemporary and historical design precedents.

Assessment Title or element	Weighting (%)
<p>Research and Development:</p> <ul style="list-style-type: none">Evidence of Research on historical and contemporary examples of digital communication, navigational systems and infographics, with reflective annotation that demonstrates your understanding and ability to analyse how design has been applied in those contexts.Sketchbooks or other appropriate visual records, providing material evidence of the development of design ideas, concepts and proposals via drawings, photography and other relevant visual research that includes reflective and critical annotation. Screenshots of every screen / page of final finished examples to be annotated with full description of interaction and design thought process.	20%
<p>Material Outcomes:</p> <ul style="list-style-type: none"><i>Two examples of finished tablet/phone designs with full interactivity presented as offline versions. (adhering to all required technical specifications).</i><i>A 10 minute Audio/video presentation that demonstrates a competent understanding of the component elements of your work, both creatively and technically.</i><i>500 Word Critical Self-appraisal (template on HE Student Portal)</i>	80%