

<b>Module Code:</b>	ARD542
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<b>Module Title:</b>	Print and Publishing
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<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GADC	<b>JACS3 code:</b>	W213
		<b>HECoS code:</b>	100632

<b>Faculty:</b>	Arts, Science and Technology	<b>Module Leader:</b>	Dan Berry
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Scheduled learning and teaching hours	50 hrs
Guided independent study	150 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (hons) / MDes Children's Books	✓	<input type="checkbox"/>
BA (hons) / MDes Comics	✓	<input type="checkbox"/>
BA (hons) / MDes Graphic Design	✓	<input type="checkbox"/>
BA (hons) / MDes Illustration	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval:

Version no:

With effect from:

Date and details of revision:

Version no:

## Module Aims

- To enable students to explore the relationship between their work and their audience.
- To encourage ambition in the production and presentation of the student's work.
- To enable an understanding of the routes to market for their work.
- To encourage critical self-evaluation of their work.

## Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills  
KS2 Leadership, team working and networking skills  
KS3 Opportunity, creativity and problem solving skills  
KS4 Information technology skills and digital literacy  
KS5 Information management skills  
KS6 Research skills  
KS7 Intercultural and sustainability skills  
KS8 Career management skills  
KS9 Learning to learn (managing personal and professional development, self-management)  
KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Demonstrate ambition in the production and presentation of their work.	KS1	KS6
		KS3	KS7
		KS4	KS9
2	Explore the traditional and/or digital opportunities for the publication of work.	KS1	KS6
		KS3	KS7
		KS4	
3	Demonstrate ability in technical production processes.	KS3	KS9
		KS4	KS10
		KS5	
4	Provide critical evaluation of production materials and their relationship to the target audience.	KS1	KS8
		KS4	KS9
		KS5	

## Transferable skills and other attributes

- Management of independent study
- Market research skills
- Aesthetic appreciation of production materials.

## Derogations

*None.*

**Assessment:**

## Indicative Assessment Tasks:

Students will be required to produce coursework in response to set assignments that demonstrates their ability to produce work according to the requirements of a target audience.

Students will be required as part of their coursework to provide critical self-evaluation of their work and its relevancy to the target audience.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-4	Coursework	100%		

**Learning and Teaching Strategies:**

- Contextualising information for this module will be delivered through keynote lectures.
- Technical demonstrations and workshops will enable the students to explore their practice in relation to the technologies associated with their subject discipline.
- Assignments will be designed to enable students to produce a body of work that demonstrates their ambition and ability in the production of their work.
- Cross-course lectures, workshops and critiques will enable the student to appreciate the similarities and divergences within the production and publication of creative work.
- Tutorial guidance, group critique and student seminars will underpin of the conceptual development and understanding of the student.

**Syllabus outline:**

Projects will be set to challenge the students to produce work in response to the requirements of a target audience and to contemporary issues in design such as sustainability and ethical practice.

Students will expand upon technical processes in the development of production materials such as printmaking and publishing software. Bookbinding methods including saddle-stitch, perfect binding and hardback case binding will be explored.

Workshops and technical demonstrations will provide the student with expanded practical skills and further experience in the use of software and equipment.

Students will be required to provide critical and contextual analysis of their body of work.

**Indicative Bibliography: Total: £123.20****Essential reading**

Hendel, R., 2013. *Aspects Of Contemporary Book Design*. Iowa City: University of Iowa Press. £27.95

Hochuli, Jost., 2008. *Detail In Typography: letters, letterspacing, words, wordspacing, lines, linespacing, columns*. New ed. ed. London: Hyphen Press. 1 Copy £30.00

Klanten, R., Ehmann, S. & Bohle, S. & 2012. *Cause And Effect: visualizing sustainability*. Berlin: Gestalten Verlag. £35.25

Lupton, E. & Miller, J. A., 2009. *Design For A Living World*. NewYork.: Cooper-Hewitt, National Design Museum. £30.00

### **Other indicative reading**

*InDesign tutorials*

*Photoshop CC tutorials.*