

MODULE DESCRIPTOR

MODULE TITLE	PUBLISHING AND ADVANCED EDITORIAL DESIGN		
MODULE CODE	GR2XXX (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To equip students with an understanding of the role of designers in publishing across departments.
- To enhance students' ability to identify and analyse operational intricacies in publishing, promoting critical thinking skills.
- To enable students to evaluate publishing genres and their target audiences.
- To develop students' mastery of technical aspects of publication design, facilitating their professional growth and expertise.

MODULE CONTENT

Indicative syllabus content:

This module provides a comprehensive exploration of the multifaceted landscape of the publishing industry, with a focus on the pivotal role of designers. It delves into the intricate operations and procedures inherent in the core departments of a publishing firm: editorial, design, marketing, and production. Through case studies and practical examples, students gain insight into the collaborative dynamics within these departments, fostering an understanding of their interplay in the publishing process.

Furthermore, the module navigates through the diverse terrain of publishing genres, enabling students to discern the unique characteristics of each genre and the corresponding audience demographics they serve. By analysing market trends and reader preferences, students develop the ability to tailor content and design to meet the specific needs of target audiences.

Moreover, the module emphasises the different aspects of publication and editorial design, including publication identity, page anatomy, covers, types of pages in a magazine, layout, grids, colour theory, image selection and typography utilisation. Through hands-on exercises and critiques, students learn to evaluate and implement these elements effectively, ensuring the professional quality of their designs.

Ultimately, students emerge from the module equipped with the knowledge and skills to design publications with both aesthetic appeal and strategic effectiveness, poised to make meaningful contributions within the publishing industry.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

- Demonstrate an understanding of the role of designers within the publishing industry.
- Assess and appraise the distinguishing characteristics of prominent publishing genres and discern the diverse audience demographics they cater to.
- Evaluate the technical considerations concerning the design of a publication, including aspects such as colour, imagery, and typography utilisation.
- Design publications in a professional manner.

TEACHING METHODS

The module will employ a comprehensive instructional strategy, combining various teaching methods to ensure students' thorough understanding and mastery of the subject matter.

The teaching approach will encompass a blend of lectures, presentations, group discussions, and critiques, aimed at fostering students' comprehension of the intricate dynamics within the publishing industry and the pivotal role of designers.

Throughout the module, students will be actively engaged in discussions, workshops, and hands-on exercises, both individually and collaboratively. These activities will serve to deepen their understanding of operational intricacies in publishing, enhance their critical thinking skills, and facilitate practical application of design principles.

Lectures: These sessions will delve into the foundational aspects of publishing and editorial design, covering topics such as the role of designers in publishing, operational procedures within publishing firms, and key principles of publication design.

Workshops: Practical workshops will provide students with hands-on experience in designing publications. These sessions will include tasks such as analysing publishing genres, assessing target audiences, and mastering technical aspects of publication design. Structured discussions and critiques will allow for peer feedback and collaborative learning.

Visits and Fieldtrips: Students will have the opportunity to visit publishing houses and magazines, where they can observe firsthand the operations and workflows of these establishments. These visits will provide valuable insights into industry practices, allowing students to contextualise their learning and gain a deeper understanding of the publishing and editorial design process.

Guest Speakers: The module will feature guest speakers from the publishing industry, including experienced designers and professionals, who will share their insights and real-world experiences. These sessions will offer valuable perspectives on industry practices and trends.

Formative Assessment Tasks: Throughout the module, students will engage in formative assessment tasks designed to reinforce their understanding of publishing and editorial design concepts. These tasks will include designing sample publications, conducting genre analyses, and critiquing design choices.

Overall, these learning and teaching activities will provide students with a well-rounded educational experience, equipping them with the knowledge and skills necessary for success in the field of publishing and editorial design.

Central to the learning process will be students' preparation and involvement, requiring them to evaluate publishing genres, assess target audiences, and master technical aspects of publication design. Assessment will provide opportunities for students to demonstrate their understanding of publishing fundamentals and their ability to apply design principles effectively.

Regular attendance at scheduled sessions is essential, as participation in workshops not only enriches individual learning experiences but also contributes to the collective learning journey of the class, fostering a collaborative and supportive academic environment.

ASSESSMENT METHODS

This module is assessed through one Individual Visually Rich Portfolio.