

COM4210: CROSS-PLATFORM PUBLICATION DESIGN AND LAYOUT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Cross-Platform Publication Design and Layout

Subject Code

COM - Media and Communication

Course Number

4210

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course introduces students to cross-platform publication design and layout for different purposes, including but not limited to marketing, advertising, public relations, and journalism. Students will learn the principles, theories, aesthetics and skills of effectively creating and producing various kinds of publications for diversified contexts.

Course Intended Learning Outcomes (CILOs)

| | CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|--|---------------------|--------|--------|--------|
| 1 | Grasp the basic principles of publication design | | x | | |
| 2 | Demonstrate a sharpened sense of aesthetics and skills in effectively creating and producing publication design and layout across a range of media platforms | | | x | x |
| 3 | Apply design and aesthetic principles and theories to cross-platform designs | | | x | x |

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

| | TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|---|--|---|----------|--|
| 1 | Discussion | Critically discuss topics related to cross-platform publication design and layout | 1, 2 | 1.5 (for 12 weeks) |
| 2 | Design tasks (in class and out of class) | Actively conceive creative solutions for specified design tasks through individual, paired and group activities in class and out of class | 1, 2 | 1.5 (for 12 weeks) + Out-of-class time |
| 3 | Project | Design and produce publication design with a range of media applications | 3 | |

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) | |
|-----|--|---------------|--|---|
| 1 | Case Study: Critique and Presentation | 1, 2 | 30 | |
| 2 | Publication Design Project: Task 1: Proposal Task 2: Execution Task 3: Presentation | 1, 2, 3 | 70 | Task 1: Proposal 10% Task 2: Execution 50% Task 3: Presentation 10% |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Case Study

Criterion

Case Study:

- Quality of analysis
- Data collection
- Organization
- Presentation style and skills

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Publication Design Project

Criterion

Publication Design Project:

- Creativity
- Originality
- Organization
- Visual presentation

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Publication design, Colour, Type, Imagery, Page layout, Design principles, Design management, Rhetoric, Cross-platform production skills

Reading List**Compulsory Readings**

| | Title |
|---|--|
| 1 | Barnwell, J. (2004). <i>Production Design: Architects of the Screen</i> . London: Wallflower. |
| 2 | Ciambrone, D. F. (2008). <i>Effective Transition from Design to Production</i> . Boca Raton, FL: Auerbach Publications. |
| 3 | Evans, P. (2006). <i>Exploring Publication Design</i> . Clifton Park, NY: Thomson/Delmar Learning. |
| 4 | Gordon, B. & M. Gordon. (2002). <i>The Complete Guide to Digital Graphic Design</i> . New York: Watson-Guption Publications. |
| 5 | Nelson, R. P. (1991). <i>Publication Design (5th ed.)</i> . Dubuque, Iowa: Wm. C. Brown. |

Additional Readings

| | Title |
|---|--------------|
| 1 | Nil |