

Module Title:	Digital Publication	
Language of Instruction:	English	
Credits:	5	
NFQ Level:	7	
Module Delivered In	2 programme(s)	
Teaching & Learning Strategies:	The learning outcomes detailed above will be achieved through the following teaching methodologies: • Lectures - communication of knowledge and ideas from the lecturer to the student. Students will be encouraged to engage in active discussion of material during lectures. • Problem Solving Exercises – students will work as individuals and as part of a team to develop solutions to marketing problems. Students will be working in a small team on an assigned project. • Class Discussion/Case Studies – All classes will involve active engagement and discussion with the material • E-Learning – It is envisaged that the module will be supported with on-line learning materials. • Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices. Students will receive formative feedback. Students will work produce a marketing plan.	
Module Aim:	The aim of this module is to provide the learner with an understanding of the principles of designing an illustrated book for digital consumption. The learner will develop an understanding of the fundamentals of print production and the document / file requirements. The learner will then develop understanding of the various forms of digital publications and how to adapt print layout for digital application. The learner will apply their skills to data Visualisation projects in Design Studio 3 (Industrial Design) to complete a digital publication.	
Learning Outcomes		
On successful completion of this module the learner should be able to:		
LO1	Demonstrate the ability to develop advanced creative graphical layout following a defined style for print and screen considerations	
LO2	Demonstrate the ability to apply finishing and proofing processes and file sharing / management for print / digital printing and publication	
LO3	Demonstrate the ability to utilise creative software Adobe InDesign to develop clean graphic pages for fixed and reflowable digital content	
LO4	Demonstrate the ability to collate and curate diverse design content across various sources for digital publication / portfolio	
Pre-requisite learning		
Module Recommendations		
This is prior learning (or a practical skill) that is recommended before enrolment in this module.		
No recommendations listed		
Incompatible Modules		
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.		
No incompatible modules listed		
Co-requisite Modules		
6858	INTL H3424	Industrial Design
Requirements		
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		
No requirements listed		

Module Content & Assessment

Indicative Content

Publication Fundamentals Digital / Print

The learner is introduced to the fundamentals of commercial print and illustrated publication principles, procedures and processes and industry standards of colour and paper selection. The learner develops understanding of design considerations for digital publication such as layout and readability issues and fixed or reflowable content display and performance across devices.

Digital Publication Process and Application

The learner will be introduced to the process and procedures for developing and publishing an illustrated digital document using industry software Adobe InDesign. The learner will develop proficiency through developing copy and illustration for linked projects with Design Studio 3 (Industrial Design). The learner will develop curation skills and refinement of complex project narratives that build towards a complete publication. Interactive elements will be introduced for clear navigation and enhanced user experience and readability / information clarity. The learner will publish their work in an eBook format.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Learners will submit a draft portfolio developed in InDesign following a defined layout strategy and visual style and showing curated content and development work for linked projects across the six key learning streams.	1,2,3,4	30.00	Week 20
Portfolio	Learners will submit a digital portfolio eBook showing curated content and development over the semester across the six key learning streams using the learner's visual presentation skills. This deliverable is linked to project outcomes of the other design modules and must contain effective presentation of exemplary work. Interim submission will be specifically used to provide timely formative feedback to learners at key stages of skill development linked projects in Design Studio 3 (Industrial Design)	1,2,3,4	70.00	Week 30

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Studio Based Learning	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	Bachelor of Arts (Honours) in Product Design Innovation	6	Mandatory
CW_DHIDE_D	Bachelor of Arts in Design	6	Mandatory