

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 562	SEMESTER OF STUDY	5th
COURSE TITLE	DESKTOP PUBLISHING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Lab exercises		2	
<i>Total</i>		4	4
COURSE UNIT TYPE	Elective, General Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA		

2. LEARNING OUTCOMES

Learning Outcomes

The course introduces students to desktop publishing technologies (hardware and software), printing techniques and design principles of print media .

The purpose of this course is to provide students with solid knowledge and a critical eye on the design and production techniques of desktop publishing.

Students will become familiar with the procedures followed in the creation of printed publications and will use modern DTP software to combine text and graphics to produce print media for communication such as newsletters , brochures , posters , books , logos etc.

Upon successful completion of the course the student must be able to:

1. Understand DTP technologies and their principles of operation.
2. Comprehend and apply the principles of printed media design and the principles of color theory.
3. Demonstrate the necessary knowledge and skills in DTP software in order to produce printed media for targeted communication purposes
4. Effectively create and combine the building blocks of DTP (graphics, colors, etc.) for the production of printed publications.
5. Effectively use in combination DTP software with Graphic Design and image editing software packages to produce a communication output.
6. Compare and evaluate printed outputs in terms of design efficiency and suitability of conveying a message to targeted groups.
7. Evaluate and select the right DTP technologies for the production of optimal printed results.
8. Adapt to technological developments and design trends in Desktop Publishing

General Skills
<ul style="list-style-type: none"> - Teamwork - Critical thinking - Working in interdisciplinary field - Free, creative and inductive thought - Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

<ul style="list-style-type: none"> • Milestones in the evolution of DTP Technologies • Current design and production technologies in Desktop Publishing • DTP Design principles • The basic building blocks of DTP software and their combination for creative printed outcomes • Preparing images for optimal print on various media (eg posters, newsletter, etc.) • Design and production procedures of printed media which will be used for communication purposes (e.g newsletters, brochures, posters etc). • LaTeX in DTP
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work with Desktop Publishing Software</p> <p>Support of the learning process through multimedia video-lessons.</p> <p>Support of the learning process through the e-class platform.</p>	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Lab exercises	26
	Personal Study	48
	Total	100
ASSESSMENT METHODS	<p>I. End of Semester Formal Examination (60%)</p> <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II Lab examination 40 %</p>	

5. RESOURCES

<p>- <i>Recommended Book Resources:</i></p> <ul style="list-style-type: none"> • Adobe Creative Team (2013) Adobe InDesign Βήμα προς Βήμα, Εκδόσεις Χ. Γκιούρδα • Sandee Cohen (2009), InDesign CS4 with pictures - Part I: Introduction, Kleidarithos Publications. • Sandee Cohen (2009), InDesign CS4 with pictures - Part II: Advanced Issues, Kleidarithos Publications. • Weinmann, Elaine, Lourekas, Peter (2005), Introduction to QuarkXpress 6 for Windows and Machintosh, , Kleidarithos Publications. • Syropoulos A. (2010) Digital DTP with XeLaTeX. Epikentro Publications, Thessaloniki • Syropoulos A. (2005) LaTeX Guide. Epikentro Publications, Thessaloniki • Olav Martin Kvern, David Blatner, Bob Bringhurst (2012), Real World Adobe InDesign CS6, Peachpit Publications
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- *Recommended Articles and Papers:*

- Syropoulos A. (2010) XeLaTeX and Greek, Eutypon, Vol. 22-23, pp. 49-56, <http://www.eutypon.gr/eutypon/pdf/e2009-23/e23-a04.pdf>
- Chakrabarti, Avijit and Gurey, Pritam (2009) "The changing world of e-books" *7th International CALIBER-2009, Pondicherry, INFLIBNET Centre, Ahemdabad p. 414-422, February 25-27.*
- Tian X., Martin B. (2010), Digital Technologies for Book Publishing, *Publishing Research Quarterly*, Vol 26 (3), pp. 151-167