

PUBL90010 Print Production and Design

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
Coordinator:	Dr Mark Davis
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Subject Overview:	This subject introduces students to the aesthetics and practice of print production. It outlines the principles of page proportion, the visual characteristics of readable type and the interrelationship of images and text. The subject also surveys the history of typography and the impact of digital technologies on type design. Students will gain practical experience of creating finished documents in a desktop publishing environment. On successfully completing this subject, students will have gained a working knowledge of desktop publishing processes, an ability to appraise the visual qualities of printed works, and an understanding of the respective responsibilities of editors and designers in print production.
Objectives:	<ul style="list-style-type: none"> # have been introduced to the principles of typography; # have an extensive understanding of the relationship between editing, publishing and design; and # have developed analytical and a critical understanding of contemporary design practice.
Assessment:	Class participation 10%, suite of promotional materials totalling 1000 words 20% (due early in semester), in-class proofreading test of 1-hour totalling 1000 words 20% (completed mid-semester), portfolio of print materials totalling 3000 words 50% (prepared throughout the semester and submitted at the end of the semester).
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # develop high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, and exposure to the protocols of publishing practice; # acquire an understanding of the principles of document design through class discussion and the completion of exercises and assignments; # acquire skills in research, including the use of online as well as print-based materials in the course of exercises and assignments;

	<ul style="list-style-type: none"># develop skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; and# develop a capacity for close critical analysis through engagement with a range of texts and critique of their structures and strategies.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program and Media and Communications MA program.
Related Course(s):	Master of Arts (Science, Communication and Society) Master of Creative Writing, Publishing and Editing Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications)