UNIVERSITI TEKNOLOGI MARA

ELS153: DESKTOP PUBLISHING

Course Name (English)	DESKTOP PUBLISHING APPROVED
Course Code	ELS153

MQF Credit	3

Course Description	This course aims to expose students to the development of desktop publishing. This course encourages students to be responsible for publishing materials from its planning stage to editing process and finally the printing and publishing stage using various skills, software and technology. Through this course, students are able to understand the importance of exploring the experience of creating electronic publications in the workplace.

Transferable Skills	Exhibit lifelong learning skills and curation of information in producing desktop publishing content

Teaching Methodologies	Lectures, Web Based Learning, Discussion, Presentation

CLO	CLO1	Use language rules and features in developing desktop publishing content in English
	CLO2	Produce desktop publishing content by employing language rules and features
	CLO3	Demonstrate lifelong learning skills and curation of information in developing desktop publishing content in English

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Desktop Publishing
1.1) 1. What is Desktop Publishing? (Historical Overview)
1.2) 2. Definition of Desktop Publishing
1.3) 3. Purpose and Target Audience of Desktop Publishing
1.4) 4. Electronic Publishing
2. Principles of Design
2.1) 1. Layout
2.2) 1.1. Typesetting
2.3) 1.2. Arrangement
2.4) 2. Fonts
2.5) 3. Colour
3. Desktop Publishing Software
3.1) 1. Graphics – Adobe InDesign, Canva, Piktochart
3.2) 2. Audio – Audacity, Sound Forge
4. The Basics of An Infographic Poster
4.1) 1. Format and Features of An Infographic Poster
5. The Elements of Digital Publications
5.1) 1. Writing Texts in Electronic Documents
5.2) 2. Editing Texts in Electronic Documents
5.3) 3. Design in Electronic Documents
6. Online Publications
6.1) 1. Trends and Technologies in Industries
6.2) 2. Popular Media Publications
7. Desktop Publishing Software for Website
7.1) 1. Basic Features of Website Building Platforms
7.2) 2. Editing Websites via Online Editing Tools

8. Writing a Website Review
8.1) 1. Elements of Writing an Online Review
8.2) 2. Reviewing Websites on Its Functionality

9. Digital Rights and Responsibilities
9.1) 1. What are Digital Rights?
9.2) 2. Responsibilities of a Good Digital Citizen

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Infographic Poster	30%	CLO2
	Discussion	Online review on topics related to language use in desktop publishing	20%	CLO3
	Group Project	Website Project	30%	CLO2
	Presentation	Presentation on Infographic Poster	10%	CLO1
	Presentation	Presentation on Website Project	10%	CLO1

Reading List	Recommended Text	**Kevin Niemeyer 2007**, *Introduction to Desktop Publishing With Digital Graphics*, **1 Ed. [ISBN: 978-007872913]**
	Reference Book Resources	**Susan E. L. Lake,Karen Bean 2007**, *Digital Desktop Publishing*, **South-Western Pub [ISBN: 9780538444552]**
		Nancy Duarte 2008, *Slide: ology: The Art and Science of Creating Great Presentations*, **O'Reilly Media [ISBN: 978-059652234]**
		Ellen Lupton 2010, *Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students*, **Princeton Architectural Press [ISBN: 978-156898969]**
		Jason Simmons 2007, *The Designer's Desktop Manual*, **HOW Books [ISBN: 9781600610172]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	