



## UNIVERSITI TEKNOLOGI MARA

### ELS155: E-CONTENT PUBLISHING

<b>Course Name (English)</b>	E-CONTENT PUBLISHING <b>APPROVED</b>
<b>Course Code</b>	ELS155
<b>MQF Credit</b>	3
<b>Course Description</b>	This course aims to expose students to the development of e-content publishing. This course encourages students to be responsible for publishing e-content from its planning stage to editing process 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.
<b>Transferable Skills</b>	Exhibit lifelong learning skills and curation of information in producing and publishing e-content
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Web Based Learning, Discussion, Presentation, Computer Aided Learning
<b>CLO</b>	CLO1 Explain the principles of design embedded in e-content publishing CLO2 Use desktop publishing software in creating e-content materials CLO3 Demonstrate digital ethics of a netizen when producing or publishing e-content materials
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to E-Content Publishing</b> 1.1) What is E-Content Publishing? (Historical Overview) 1.2) Definition of E-Content Publishing 1.3) Purpose and Target Audience of E-Content Publishing 1.4) Types of E-Content Publishing	
<b>2. Principles of Design</b> 2.1) Layout 2.2) Fonts 2.3) Colour	
<b>3. Desktop Publishing Software</b> 3.1) Adobe InDesign 3.2) Canva 3.3) Piktochart 3.4) Microsoft Powerpoint	
<b>4. The Basics of An Infographic Poster</b> 4.1) Format and Features of An Infographic Poster	
<b>5. The Elements of Digital Publications</b> 5.1) Writing Texts in Electronic Documents 5.2) Editing Texts in Electronic Documents 5.3) Design in Electronic Documents	
<b>6. Online Publications</b> 6.1) Trends and Technologies in Industries 6.2) Popular Media Publications	
<b>7. Desktop Publishing Software for Website</b> 7.1) Basic Features of Website Building Platforms 7.2) Editing Websites via Online Editing Tools	
<b>8. Writing a Website Review</b> 8.1) Elements of Writing an Online Review 8.2) Reviewing Websites on Its Functionality	

**9. Digital Rights and Responsibilities**

9.1) What are Digital Rights?

9.2) Responsibilities of a Good Digital Citizen

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Infographic Poster Presentation	10%	CLO1
	Assignment	Website Project Presentation	10%	CLO1
	Assignment	Online Review on E-Content	20%	CLO3
	Assignment	Infographic Poster	30%	CLO2
	Assignment	Website Project	30%	CLO2
<b>Reading List</b>	This Course does not have any book resources			
<b>Article/Paper List</b>	<b>Reference Article/Paper Resources</b>	• Susan E. L. Lake, Karen Bean 2007, Digital Desktop Publishing		
<b>Other References</b>	• Website Cameron Chapman <i>The Principles of Design and Their Importance</i> <a href="https://www.toptal.com/designers/ui/principles-of-design">https://www.toptal.com/designers/ui/principles-of-design</a>			