COURSE OUTLINE

(1) GENERAL

SCHOOL	**SCHOOL OF APPLIED ARTS & CULTURE**
ACADEMIC UNIT	**DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION**
LEVEL OF STUDIES	**Undergraduate**
COURSE CODE	**N1-7130** **SEMESTER** **7th**
COURSE TITLE	**ELECTRONIC MEDIA PUBLISHING**

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	4	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background and skills development
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES (in English)
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD158/

(2) LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.
Consult Appendix A
- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

After the completion of the course the student will be able to:
- Know the basic functions and importance of multiple publishing systems
- manage multiple versions according to the requirements of the job.
- Collaborate with his / her classmates to gather the necessary information to compose and present a work related to the subject.

Search for, analysis and synthesis of data and information, with the use of the necessary technology *Adapting to new situations* *Decision-making* *Working independently* *Team work* *Working in an international environment* *Working in an interdisciplinary environment* *Production of new research ideas*	*Project planning and management* *Respect for difference and multiculturalism* *Respect for the natural environment* *Showing social, professional and ethical responsibility and sensitivity to gender issues* *Criticism and self-criticism* *Production of free, creative and inductive thinking* *……* *Others…* *…….*

- Creative, analytical and inductive thinking.
  Respect for the natural environment
- Required for the creation of new scientific ideas.
- Working independently.
- Working in groups.
- Decision making

(3) SYLLABUS

Theoretical Part of the Course
i. Meaning, terminology and components of electronic publishing systems
ii. Current hardware and software choices in the field of Graphic Arts.
iii. Overview of PostScript, PDF and HTML and XML markup languages
iv. Content management systems
v. Use the XML markup language in practice, create and manage content
vi. Multi-version properties, revision and usability
vii. Application of the possibilities to the special needs of the multiple version
viii. Support for databases and editing tools with the XML markup language

Laboratory Part
i. Document versions on multiple publishing systems
ii. Write the XML markup language
iii. Create and manage XML files
iv. Use the XML language to create structured documents
v. Introduction to the creation and publication of e-books
vi. Creating an ePUB file format e-book

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Presentations and lectures using audiovisual media. Training on special software for electronic media publishing

TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	Activity	Semester workload
	Lectures	70
	Lab projects	80
	Course total	**150**

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	**Theoretical part** Written three hours final exam (100%) that includes: - Critical questions on issues related to course theoretical content. **Laboratory part** • Creating an ePUB file format e-book • Writing a technical report per assignment and student, with a presentation of the assignment and its presentation in the examination of the laboratory part. *The evaluation criteria and the time schedule are posted from the start of the course at the UNIWA e-class website. All relevant information is explained in detail at the beginning, as well as, throughout the semester, during the weekly lectures. Upon request, all the information is provided using email.*

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:
- Related academic journals:

1. Boiko, B. (2004). Content Management Bible. John Wiley & Sons.

2. Burke, S. P. (2012). ePublishing with InDesign CS6: Design and Produce Digital Publications for Tablets, Ereaders, Smartphones, and More. Sybex.

3. Burns, D., & Cohen, S. (2012). Digital Publishing with Adobe InDesign CS6. Adobe.

4. Hoskins, J. D. (2013). XML and InDesign. O'Reilly Media.

5. Maivald, J. J., & Palmer, C. (2007). A Designer's Guide to Adobe InDesign and XML. Adobe.

6. Mengle, R., & Vander Veer, E. A. (2001). Οπτικός οδηγός της XML. Γκιούρδας Μ.

7. Young, M. J. (2000). XML βήμα βήμα. Κλειδάριθμος.

8. Gavin Ambrose, Paul Harris, Basic Design: Layout AVA Publishing SA, DARTBOOKS 2006

World Wide Web Consortium (W3C): https://www.w3.org/