

Desktop Publishing (A704032)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0 **Study time** 150 h **Contact hrs** 45.0 h

Course offerings and teaching methods in academic year 2023-2024

A (semester 2) English Gent seminar
independent work

Lecturers in academic year 2023-2024

Van Hee, Cynthia	LW22	lecturer-in-charge
De Bruyne, Luna	LW22	co-lecturer
Van Geertruyen, Serafina	LW22	co-lecturer

Offered in the following programmes in 2023-2024

	crdts	offering
Master of Arts in Technology for Translation and Interpreting	5	A
Postgraduate Certificate Computer-Assisted Language Mediation	5	A

Teaching languages

English

Keywords

DTP, desktop publishing, graphic design, (digital) typography, Adobe Indesign

Position of the course

Desktop publishing is the formatting of documents with graphical layout software such as Adobe InDesign. During layout, different kinds of content (text, images, design) are combined into a single document that is suitable for print or digital publication.

DTP software allows the creation of graphically more complex documents than is possible with traditional word processors. DTP skills are also relevant for language professionals who need to produce copy or translations directly in the target format, in order to enhance the typographic quality of the document and to limit the production time.

Contents

The course deals with the following topics:

- What is DTP? In which stage of the print process does DTP occur?
- Creating, editing and exporting documents for print
- Color spaces
- Design principles
- Working with text
- Working with images, grids and tables
- Automatic layout with styles and GREP
- Typography
- Master pages and tables of contents
- Creating a house style
- Introduction to Adobe Illustrator with the aim of creating a company logo as part of an assignment
- DTP for language professionals

Adobe InDesign is used for all exercises.

Initial competences

Students are expected to have basic computer skills and to be able to search and process information independently to enhance their or learn new skills.

Final competences

- 1 Students will be expected to have general knowledge of the design process with DTP software;
- 2 students will be expected to be familiar with the relevant characteristics of text and images for print;
- 3 students will be expected to have the ability to assess and adapt a document's design, taking into account the publication place and its target audience;
- 4 students will be expected to have the ability to produce text in a DTP document, with consideration for its impact on design;
- 5 students will be expected to have the ability to prepare and deliver DTP documents that meet the technical requirements for (digital) printing;
- 6 students will be expected to know how to use DTP efficiently in a professional translation and communication context.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Self-reliant study activities, seminar: practical PC room classes

Extra information on the teaching methods

The lessons are organized on campus and generally consist of two parts: a theoretic part where feedback is provided as well about previous exercises, and a practical part during which students can work on their assignments (with guidance of the teacher).

Learning materials and price

- Handouts and slides that will be made available via the university's electronic learning platform Ufora.
- Learning paths and educational clips via Ufora.

References

Course content-related study coaching

- Discussion forum on Ufora.
- Individual counselling after the lectures; possibility to contact the lecturers via email.
- General feedback in class and individual feedback on assignments.

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Extra information on the examination methods

First session:

- Assignment (100%): the students submit a number of assignments throughout the course.

Second session:

- Assignment (100%): students submit, after consultation with the lecturers, an improved version of the above assignments or a new, alternative assignment.

Calculation of the examination mark

First session: assignment (100%)

Second session: assignment (100%)

In order to pass, students must participate in at least 80% of all evaluations and obligatory activities such as guest lectures. If a student is absent due to a legitimate reason, an individual alternative assignment can be given.

Facilities for Working Students

Class attendance is strongly recommended.

Limited possibility for feedback via email, restricted to answering specific questions.