

# University of Pretoria Yearbook 2018

## Publishing 220 (PUB 220)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BIS Publishing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week, 3 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Information Science
<b>Period of presentation</b>	Semester 2

### Module content

\*Closed - requires departmental selection.

The Visual and Production Dimensions of Publishing. This module offers a theoretical positioning of graphic design, reproduction and printing within the publishing process, as well as practical applications thereof. The following topics are addressed in the theoretical positioning: graphic design practice; the historical development of the relationship between reproduction and printing innovations and graphic design styles; the use of visual elements in publications; the management role of the editor in this phase.

During the practical component learners are introduced to selected applications of DTP software and the practical aspects of the production phase.

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