

<b>Module Code</b>	APM1200
<b>Module Title</b>	Content Design
<b>Credit</b>	30

### **Aims**

This module focuses on the design of content for print and online publication. Students will learn how to design material that communicates information clearly and persuasively, gaining an understanding of the conventions and practices of content design and exploring the history and context of its development in the advertising, PR and branding industries. The module explores the influence of design theories on the production of material in print and web design and students will have work with industry standard desktop publishing and web design software to produce material in response to creative briefs.

Students will develop an appreciation for the unique demands of designing across different media and for the challenges and opportunities offered by producing material in print, online and mobile formats. Students will use the knowledge and skills developed in this module to gather, analyse and present information in ways that are creative and communicate meaning effectively.

### **Learning Outcomes:**

#### ***Knowledge***

The successful student will develop knowledge and understanding of:

1. The principles of content design;
2. The codes and conventions of desktop publishing and ways to create well-made layouts for print publications (such as flyers, posters, magazine pages), webpages and mobile interfaces;
3. Effective ways to communicate a message coherently through the use of typography and design for print, online and mobile layouts;
4. The functions and capacity of a range of software packages and their appropriate uses.

#### **Skills**

The successful student will be able to

5. Use typography and layout to present textual information coherently;
6. Develop digital media production skills in the creation of images and layouts for print, online and mobile channels;
7. Utilise HTML as a programming language for web design.

## **Syllabus**

The module introduces both industry standard software as well as freeware software for the creation of layout designs in print, online and on mobile.

Students will gain a foundational knowledge of layout design for magazine pages, website design and app interface design, and will be required to gather, analyse and present information; have a good understanding of the way images and text can be combined to create meaning; and effectively communicate different sets of information.

The first part of the module introduces knowledge in the fundamentals of the use of typography, and establishes good visual communication design skills. It will focus predominantly on print/display formats. The second part the module focuses on website and app design and introduces fundamentals in web and app usability and their rules and conventions. Students will design blogs and/or apps and navigation menus for the respective interface.

## **Learning, Teaching and Assessment Strategy**

Teaching and learning approaches are integrated with assessment arrangements to facilitate student achievement of the learning outcomes identified for this module. Short lectures are used to introduce key knowledge in the field of website design, typography and layout design for magazine pages. Workshops and technical inductions form the mainstay of the teaching and introduce digital tools for the creation of magazine, online and mobile pages. Student presentations of work in progress and group tutorials provide support for the further development of projects. Independent learning supported by online tutorials such as [Lynda.com](http://Lynda.com) is required for the development of software skills.

### **Assessment:**

Formative

Presentation of work-in-progress for peer and tutor feedback.

Summative

- a) Desktop Publishing Project: Design and layout of an advertising campaign, including iterations in magazine, mobile and OOH formats 33%. (Learning

outcomes 1,2,3,4,5,6)

- b) Online Publishing Project: Design of a website or blog using basic HTML. 33%. (Learning outcomes:= 2,3,6,7)
- c) Project report 33% 1000 words. (Learning outcomes 1,4)

### **Assessment Weighting**

100% Coursework

### **Learning Materials (indicative)**

#### Essential:

#### *Books*

Casey, Meghan. 2015. *The Content Strategy Toolkit: Methods, Guidelines and Templates for Getting Content Right*, New Riders.

Dabner, D., and Stewart S. 2017. *Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media*, Thames and Hudson.

Handley, A. 2014. *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Hoboken: John Wiley & Sons.

MacDonald, M., 2012. *WordPress: the missing manual*. O'Reilly Media, Inc. Nielsen, Jakob. 2012. *Mobile Usability*. New Riders.

Rockley, A., Cooper, C. and Abel, S., 2015. *Intelligent content: A primer*. XML Press.

Wheeler, Alina. 2012. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, Wiley.

White, Alex. 2006. *Advertising Design and Typography*, Allworth.