

COM134 - PRINT MEDIA PRODUCTION

Course Title	PRINT MEDIA PRODUCTION				
Course Code	COM134				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	1 year/ Fall				
Teacher's Name	Dr. Christiana Karayianni/ Ioanna Christodoulou				
ECTS	6	Lectures / week	2	Laboratories / week	2
Course Purpose and Objectives	To introduce the students to the basic concepts involved in the production of print media (newspaper and magazine).				
Learning Outcomes	<p>By the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Identify the different kinds of print media and their characteristics. 2. Write and edit titles, articles and images in order to create print media for specific target audiences. 3. Understand the basic principles of typography in print media as well as the design characteristics of the different types of print media. 4. Use softwares suitable for the production of print media like Quark Xpress and InDesign and edit their texts and images, to create photo reports as well as simple layouts. 5. Collaborate and to take over roles in order to produce team projects aiming to the production of print media. 				
Prerequisites	NONE	Required	NONE		
Course Content	<ul style="list-style-type: none"> • Theory and practice of print media. • Print media – different types of print media/ journalism – target audiences. • Typographical composition of the print media: texts, titles, images, empty spaces, lines, and columns. • Introducing the basics of software suitable for the production of print media. • Reporting, interpreting and analysing news stories- contexts of analysis. • Research and lead. • Evaluating and managing team projects (group process). 				
Teaching Methodology	The teaching methods used are lectures as well as ab exercises, team and individual projects in order for the student to acquire the capacity of using their theoretical knowledge for the production of different types of print media.				

<p>Bibliography</p>	<p>Robert Klanten et al. (2018) Newspaper Design: Editorial Design from the World's Best Newsrooms.</p> <p>Helmut Kipphan (Ed.) (2014) Handbook of Print Media: Technologies and Production Methods.</p> <p>Χρυσάνθου, Χ (2008) ΜΜΕ: Μάρτυρες και πρωταγωνιστές, Εκδόσεις Αρμίδα, Λευκωσία</p> <p>Morrish, J. (2008) Magazine Editing 2nd edition. London: Routledge</p> <p>Stam, D. & Scott, A. (eds) (2014) Inside Magazine Publishing London Routledge</p> <p>Keeble, R. (2005) Print Journalism a critical introduction London Routledge</p> <p>Frost Chris (2005), Designing for Newspapers and Magazines</p> <p>Keeble Richard (1994), Newspapers Handbook</p> <p>Lori Siebert (1999), Making a good Layout. (Graphic Design Basics) By, et al 3rd Edition.</p> <p>Quark Xpress Bible</p> <p>Adobe InDesign Tutorials available online: https://helpx.adobe.com/cy_en/indesign/tutorials.html</p>
<p>Assessment</p>	<p>The Students are assessed via continuous assessment throughout the duration of the Semester, which forms the Coursework grade and the Final Project. The coursework and the final project grades are weighted 50% and 50%, respectively, and compose the final grade of the course. Various approaches are used for the continuous assessment of the students, such as mid-term test, class participation and laboratory work, group project design, implementation and presentation. The assessment weight, date and time of each type of continuous assessment is being set at the beginning of the semester via the course outline.</p> <p>Project 1 & 2 concern work in some of the themes mentioned above in the course contents. The students will have to work individually in order to produce their work and then present it to the rest of the class.</p> <p>The active participation in class and in the activities that the course may suggest is also taken into consideration.</p> <p>Final Project is again individual and the students are assessed for their ability to link the theoretical knowledge with the practical execution.</p> <p>Project 1 & 2 50% Final Project 50%</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30% in – depth knowledge and understanding towards the relevant topics of interest.</p> <p>Research and Analytical Skills - 40% Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication - 30%</p> <ul style="list-style-type: none"> • Able to explain and defend the solutions given by them in a way to transmit

	the knowledge achieved beforehand.
Language	Greek