

ELECTIVE III – PUBLICATION DESIGN

Unit 1

Graphic communication- goals, scope, importance of graphics, vocational Opportunity, creativity & technology, effective communication by design, language of design, principles of design, effective design.

Unit 2

Types & type setting, measurement & composition, creative uses of type, copy processing, computerized copy processing. Images, production of illustrations, editing illustration, illustration for production.

Unit 3

Elements of printing, fundamentals of printing process, Offset printing process, Letterpress, Gravure printing process, computerized printing and specialized reproduction systems.

Unit 4

Preparation of paste ups- camera-ready mechanical, preparation of mechanical, imposition, folding, binding, trimming, finishing operations.

Unit 5

Magazine design- breaks of the book, format, grouping, griding, alignment, controlling direction, special pages- front cover, content page, and paging problems.

Unit 6

News paper design- format, make up, modular design, use of border, display type, white space, illustrations & photos, body type, advertisements and pages, sectional front page, traditional approach to page layout, harmony in news paper make up.

Books for study and reference:

1. Russell N. Baird, The Graphics of Communication, Holt, Rinehart and Winston, New York, 1987.
2. Edmund C. Arnold, Modern News paper Design, Harper & Row Publishers, New York, 1969.
3. Roy Paul Nelson, Publication Design, Dubuque Iowa, Wm. C. Brown Co, 1983.
4. Click J.W, Russell and N. Baird, Magazine Editing and Production, Dubuque Iowa, Wm. C. Brown Co, 1983

Evaluation:

Internal: 25 marks

External: 75 marks (3 hours Practical exam 50 & Records 25)