



# DGTL12004 *Digital Publishing*

## Term 1 - 2019

Profile information current as at 05/05/2024 11:55 am

All details in this unit profile for DGTL12004 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit imparts skills and knowledge for page design and publishing. Using industry-standard Adobe InDesign software, you will learn how to create engaging, professional-quality page layouts and publish them for print or digital delivery. Through a series of practical projects, you will learn how to apply visual design principles to produce documents that communicate effectively. Your newly acquired skills will enable you to create, preflight and publish a broad range of documents including books, brochures, newsletters, magazines, advertisements, catalogues, stationery.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: Minimum of 36 credit points Students who have completed COMM12030 Desktop Publishing may not enrol in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2019

- Brisbane
- Bundaberg
- Mackay
- Noosa
- Online
- Rockhampton
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical Assessment**

Weighting: 50%

#### 2. **Practical Assessment**

Weighting: 50%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student's Moodle survey

##### Feedback

Require additional video tutorial to explain the packaging procedures for Digital Publishing.

##### Recommendation

Provide additional video tutorial for packaging procedure for identity package.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. apply visual design principles to produce documents that communicate effectively
2. create engaging page layouts using industry-standard software tools
3. preflight and publish page layouts for print or digital delivery.

Not applicable

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks               | Learning Outcomes |   |   |
|--------------------------------|-------------------|---|---|
|                                | 1                 | 2 | 3 |
| 1 - Practical Assessment - 50% | •                 | • | • |
| 2 - Practical Assessment - 50% | •                 | • | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes      | Learning Outcomes |   |   |
|--------------------------|-------------------|---|---|
|                          | 1                 | 2 | 3 |
| 1 - Communication        | •                 | • | • |
| 2 - Problem Solving      | •                 | • | • |
| 3 - Critical Thinking    | •                 | • | • |
| 4 - Information Literacy | •                 | • | • |
| 5 - Team Work            | •                 | • | • |

| Graduate Attributes                                 | Learning Outcomes |   |   |
|---|-------------------|---|---|
|   | 1                 | 2 | 3 |
| 6 - Information Technology Competence               | •                 | • | • |
| 7 - Cross Cultural Competence                       | •                 | • |   |
| 8 - Ethical practice                                | •                 | • |   |
| 9 - Social Innovation                               |                   |   |   |
| 10 - Aboriginal and Torres Strait Islander Cultures |                   |   |   |

## Alignment of Assessment Tasks to Graduate Attributes

[illegible]

## Textbooks and Resources

### Textbooks

DGTL12004

#### Prescribed

##### **Adobe InDesign CC Classroom in a Book (2018 Edition)**

Edition: 2018 (2018)

Authors: Anton, KK & DeJarid

Pearson Publication

America

Binding: eBook

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#### Supplementary

##### **The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice**

Edition: 4 (2015)

Authors: William, R

Peachpit Press

San Francisco , CA , America

Binding: eBook

#### Additional Textbook Information

·The [Free version \(eBook\)](https://www.safaribooksonline.com/library/view/adobe-indesign-cc/9780134872001/copy.xhtml) for Adobe InDesign CC Classroom in a Book (2018 Edition) is available through Safari O'Reilly for students: <https://www.safaribooksonline.com/library/view/adobe-indesign-cc/9780134872001/copy.xhtml>

· The [Free version \(eBook\)](https://www.safaribooksonline.com/library/view/the-non-designers-design/9780133966350/) for The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice is available through Safari O'Reilly for students:

<https://www.safaribooksonline.com/library/view/the-non-designers-design/9780133966350/>

However, if you prefer your own copies, you can purchase at the CQUni Bookshop

here: <http://bookshop.cqu.edu.au> (search on the Unit code)

### IT Resources

#### **You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Reader (free browser plug-in)
- Adobe InDesign CC (Adobe Creative Cloud student subscription recommended)
- Adobe Photoshop CC (Adobe Creative Cloud student subscription recommended)

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Regina John Luan** Unit Coordinator

[r.johnluan@cqu.edu.au](mailto:r.johnluan@cqu.edu.au)

## Schedule

### **Week 1 - 11 Mar 2019**

| Module/Topic                          | Chapter | Events and Submissions/Topic |
|---------------------------------------|---------|------------------------------|
| 1. Introduction to Digital Publishing |         |                              |

**Week 2 - 18 Mar 2019**

| Module/Topic         | Chapter | Events and Submissions/Topic |
|----------------------|---------|------------------------------|
| 2. Design Principles |         |                              |

**Week 3 - 25 Mar 2019**

| Module/Topic         | Chapter | Events and Submissions/Topic |
|----------------------|---------|------------------------------|
| 3. Working with Type |         |                              |

**Week 4 - 01 Apr 2019**

| Module/Topic        | Chapter | Events and Submissions/Topic |
|---------------------|---------|------------------------------|
| 4. Pages and Layout |         |                              |

**Week 5 - 08 Apr 2019**

| Module/Topic                        | Chapter | Events and Submissions/Topic |
|-------------------------------------|---------|------------------------------|
| 5. Working with Graphics and Tables |         |                              |

**Vacation Week - 15 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

**Week 6 - 22 Apr 2019**

| Module/Topic           | Chapter | Events and Submissions/Topic  |
|------------------------|---------|---|
| 6. Working with Colour |         | <b>Workbook and Portfolio</b> Due: Week 6 Friday (26 Apr 2019) 9:00 pm AEST |

**Week 7 - 29 Apr 2019**

| Module/Topic          | Chapter | Events and Submissions/Topic |
|-----------------------|---------|------------------------------|
| 7. Corporate Identity |         |                              |

**Week 8 - 06 May 2019**

| Module/Topic             | Chapter | Events and Submissions/Topic |
|--------------------------|---------|------------------------------|
| 8. Working with Printers |         |                              |

**Week 9 - 13 May 2019**

| Module/Topic                 | Chapter | Events and Submissions/Topic |
|------------------------------|---------|------------------------------|
| 9. Design Briefs and Pitches |         |                              |

**Week 10 - 20 May 2019**

| Module/Topic            | Chapter | Events and Submissions/Topic |
|-------------------------|---------|------------------------------|
| 10. Finding Inspiration |         |                              |

**Week 11 - 27 May 2019**

| Module/Topic                | Chapter | Events and Submissions/Topic |
|-----------------------------|---------|------------------------------|
| 11. Preflight and Packaging |         |                              |

**Week 12 - 03 Jun 2019**

| Module/Topic                  | Chapter | Events and Submissions/Topic   |
|-------------------------------|---------|--|
| 12. The End and the Beginning |         | <b>Identity Package</b> Due: Week 12 Friday (7 June 2019) 9:00 pm AEST |

**Review/Exam Week - 10 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

**Exam Week - 17 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

## Term Specific Information

### REQUIRED RESOURCES

You must have access to the following resources for this unit.

#### UNIT WEB SITE

The unit web site provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at [moodle.cqu.edu.au](http://moodle.cqu.edu.au)

#### TEXTBOOK

You will need to obtain a copy of the prescribed textbook. Details are provided in this unit profile.

#### STUDY GUIDE

The online Study Guide will direct you to all of the essential readings and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document Format (PDF) from the unit web site.

#### COURSE RESOURCES ONLINE

Some of the readings for this unit are PDF files that must be downloaded from the CQUniversity Library's Course Resources Online service. The Study Guide will direct you to the Course Resources Online service when necessary.

#### DISCUSSION FORUM

An online discussion forum will be provided through the unit web site for discussing matters that relate to the unit. The discussion forum is the primary means of support for off-campus students who want assistance with tutorial exercises and assignments.

#### ADOBE INDESIGN CC

You will need Adobe InDesign CC, which is a popular software application for page design, layout and publishing. InDesign CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe web site at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version of InDesign can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads).

#### ADOBE PHOTOSHOP CC

You will need Adobe Photoshop CC, which is a popular software application for image editing. Photoshop CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe web site at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version of Photoshop can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads).

#### ADOBE ACROBAT READER

You will need Adobe Acrobat Reader, which is a free program that lets you view, navigate and print PDF documents like the DGTL12004 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe web site at [www.adobe.com](http://www.adobe.com).

## Assessment Tasks

### 1 Workbook and Portfolio

#### Assessment Type

Practical Assessment

#### Task Description

This assignment requires you to submit

1. a digital **workbook** that includes responses to *Loves and Loathes* exercises and *Critical Thinking* exercises from the Study Guide; and
2. a digital **portfolio** of designs that have been created in response to design briefs in the Study Guide.

Please refer to the unit web site for the assignment details.

**Assessment Due Date**

Week 6 Friday (26 Apr 2019) 9:00 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

50%

**Assessment Criteria**

Please refer to the unit web site for the detailed assessment criteria.

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**Learning Outcomes Assessed**

- apply visual design principles to produce documents that communicate effectively
- create engaging page layouts using industry-standard software tools
- preflight and publish page layouts for print or digital delivery.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Identity Package

**Assessment Type**

Practical Assessment

**Task Description**

This assignment requires you to submit

1. a series of weekly blog posts focusing on set topics;
2. an identity package consisting of 3 print-ready designs for a client created with Adobe InDesign; and
3. a client report that explains your design choices.

Please refer to the unit website for the assignment details.

**Assessment Due Date**

Week 12 Friday (7 June 2019) 9:00 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

50%

**Assessment Criteria**

Please refer to the unit web site for the detailed assessment criteria.

**Referencing Style**

- [Harvard \(author-date\)](#)



**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**Learning Outcomes Assessed**

- apply visual design principles to produce documents that communicate effectively
- create engaging page layouts using industry-standard software tools
- preflight and publish page layouts for print or digital delivery.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem