



Course name	ELECTRONIC PUBLISHING
Entity running the course	Faculty of Graphic Arts
Entity for which the course has been prepared	
Course type	core module, compulsory
Year of study/ semester; type of studies	II, sem. 3 and 4; Master's studies
ECTS credits	1 ECTS Pt / sem.
Scademic tutor	st. wykł.[senior lecturer] Jacek Kotowicz
Aim of the course	Introducing a student to basic knowledge on project publication conditions on various media devices: printing industry, desktop publishing (digital printing), the Internet, tablet, smartphone
Prerequisites	Knowledge of basic terminology in informatics, graphic software use and computer environment management.
Learning outcomes:	
– <i>knowledge</i>	Students have a sound knowledge of typographic design and printing issues (prepress–press–postpress).
– <i>skills</i>	Students possess advanced skills in using programs related to graphic design, in processing and transforming the electronic material; they can make a practical use of digital techniques (print, digital photography, scanners) in graphic design. They can take realization decisions (selection of an adequate software) for a design. They are skilled in using digital media, understand the construction principles of a digital publication (e-Book, web page). Electronic Publishing is a technical back-up of the courses: Typography and Graphic Design.
– <i>personal and social competence</i>	Teamwork skills in the scope of a design prepared.
Course content	1. Basic terms in the scope of text editing, construction, structure and hierarchy of the printed matter and related technical issues of designing. 2. Typographic issues connected with a high-volume design. Bookwork and jobbing fonts and their application possibilities. Press publishing. Typographic measures; typesetting, formatting and text make-up techniques: layout techniques: programming tools.
Course form and number of module hours	Group classes, presentations, workshops (30 hrs/sem.)
Assessment methods and criteria	The grade takes into account the level of the works presented and a student's involvement.
Assessment type	sem. 3 graded pass sem. 4 examination <i>overview</i>
Literature	Software manuals: Illustrator, Photoshop, Indesign. Typographic design manuals. Robert Chwałowski, „Typografia typowej książki” James Felici, „Kompletny przewodnik po typografii” Andrzej Gołąb, „DTP od projektu aż po druk” Marek Włodarz, „GREP w InDesign CS3–CS5” Andrzej Tomaszewski, „Architektura książki” Adobe subcasts showing particular realization solutions
Teaching aids	
Language of instruction	Polish