



### UNIT 5: Digital Publishing Production

#### Learning aim A Know about digital publishing opportunities

e-newspapers

- e-magazines
- adverts
- DVD or CD covers
- flyers
- leaflets
- training materials
- promotional material
- e-books.

Traditional publishing:

- techniques, e.g. hand (etching, linocut, screen print, lithography)
- technology, e.g. letterpress, gravure, screen process
- printing, e.g. photocopying, laser printing, inkjet.

Advantages of digital publishing:

- audience reach, e.g. age, demographic
- portability, e.g. size of device
- convenience, e.g. battery life, size of screen, screen resolution
- updating information, e.g. breaking news.



### **UNIT 5: Digital Publishing Production**

#### **Learning aim B: Understand the technical construction of a digital moving image production**

- Generate material, e.g. photographs, video, audio, text, graphics.
- Source material, e.g. from a library, own work.
- Import material, e.g. secondary sources (images, text).

- Materials (text, images, graphics and interactive elements).
- Scanning.
- File transfer, e.g. from a smart device, from a laptop, from a digital camera.
- File formatting, e.g. jpeg, gif, tif, raw, pdf, BMP, Docx, wps.
- Uploading materials, e.g. from the internet, from primary sources, from secondary sources.



### **UNIT 5: Digital Publishing Production**

#### **Learning aim C: Produce and review a digital moving image production**

- Gathering resources:
  - text, e.g. information, captions
  - images, e.g. photographs, drawings, cartoons
  - graphics, e.g. charts, diagrams
  - interactive materials, e.g. video, audio, rollovers, links.
- Preparing materials:
  - create images, e.g. using Photoshop, after effects
  - create text, e.g. information, news, captions
  - edit, e.g. text (in terms of size, readability); images (in terms of size); graphics (in terms of file size)
  - sourcing interactive elements, e.g. video, audio.

- Combining materials:
  - placement of materials, e.g. captions, wrap around images
  - readability, e.g. quality of text, size of text, quality of images
  - aesthetic qualities
  - placement of interactive elements.
- Publishing product on publishing platform:
  - testing, e.g. for readability, for interactivity
  - resolution, e.g. images, text
  - printing considerations, e.g. text size, text font, image resolution
  - interactivity, e.g. speed of interaction.