

CIGN Module Descriptor

Title of Module: Project GMB > Digital Publishing

Module ID:

Credits (national system): **ECTS:** 4

Responsible Institution: Artevelde University College

Module Coordinator: Luc Berth

Module Type: practice based course

Language: *Dutch*

Prerequisites:

The student has knowledge of the graphical production process and knows how to use basic automation tools in Linux and graphic design packages from Adobe.

He knows how to transform basic data structure or resources via regular expressions to reusable and well formed resources usable as the basis for a digital publishing production.

Summary of Module:

Students work in different groups on a myriad of partial or whole implementations for multimedia productions. E.g. they can focus on the installation of a web based system to collect resources to be used in a multimedia publication or they can focus on the production of a booklet based on the content delivered from a database.

They have to research possible building blocks and find out how to combine them into a feasible workflow that supports their multimedia production.

This research and the outcome of the workflow should fit as close as possible the commercial and productive goals of the industry.

The student decides if company visits can be arranged to support their view on the topic.

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Learning Outcomes:

The student becomes aware that automatization and ICT is very important to be a competitive player in the European and Global world.
Students learn to be critical on productive level and learn to choose the best options to get a multimedia production to the client in the shortest and cheapest way.
Students become aware that in the multimedia arena lifelong learning is an attitude.
Students gather their collected information into cloud notes and work together on these notes.
The group presents the outcome of the workflow via a frontal presentation.

Learning Objectives:

Theoretical Principles	10%
Analyses	30%
Conception	20%
Realization	40%

Specialist Skills:

- Level 1: recognize & reproduce
- Level 2: comprehend & apply
- Level 3: compare & evaluate
- Level 4: connect, deepen & develop

Module Delivery Method(s): blended learning
Basic course material is available from previous years.

Learning & Teaching Activities:

We discuss different parts and building blocks of a fictitious multimedia production. Also partial steps in the complete production workflow are coined as possible subjects of their research.

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Learning Material:

Multimedia publishing show cases from the industrie.
Articles and books on multimedia publishing, internet resources and cloud based services.

Indicative Resources / Obligatory Readings:

The course builds on skills provided in the 1st and 2nd year:

Crossmedia Technologie
Multimedia Technologie
Applied Computertechnology
Web Design I and II
Crossmedia Pulishing

Further reading:

Berth, L. (2016), Regular Expressions
Berth, L. (2016), Virtualisation and installation of Ubuntu Server
Berth, L. (2016), Linux – Text processing with vi/vim
Berth, L. (2016), Linux – Commandline
Berth, L. (2016), Linux – Text file processing commands
Berth, L. (2016), Linux – Shell bash scripting

Feedback and Assessment Method(s):

During the weekly coaching sessions students get immediate feedback about their project they are working on. Students have to deliver every week their proceedings via cloud notes (Evernote). They also use this note system as a collector and organisator to their information. The notes can be authered with multiple students. At the end of the cours they must deliver these notes as PDF. Students have to make a 15 minutes screen cast of part of their final workflow, narrated in English and published on Vimeo.

Costs of Subscription:

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