

Liverpool John Moores University

Title: DESIGN FOR PUBLICITY
Status: Definitive
Code: **5042BUSIS** (108217)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Gwenda Mynott	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Practical	16.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Assignment - compiling a public relations publication. Aprox maximum length 3,000 words	100.0	

Aims

To provide students with the skills to undertake the design and production of a range of publications to a high standard of specification

Learning Outcomes

After completing the module the student should be able to:

Course Material	Book
Author	Green, A.
Publishing Year	2001
Title	Creativity in public relations
Subtitle	
Edition	2nd
Publisher	IPR
ISBN	

Course Material	Book
Author	Hinderliter, J.
Publishing Year	2000
Title	Guide to desktop publishing
Subtitle	
Edition	
Publisher	Graphic Arts Technical Foundation
ISBN	

Notes

The module will teach students the design principles involved in the production of publications of various types and the practical use of DTP packages

Looking Good in Print, Sixth Edition, is the bestselling designer's guide for creating print documents using the newest desktop publishing technologies. It provides expert advice and invaluable techniques for the desktop publisher. This updated edition features special sections on working with large documents, distribution documents, and developing documents that can easil. Looking Good in Print, Sixth Edition, is the bestselling designer's guide for creating print documents using the newest desktop publishing technologies. It provides expert advice and invaluable techniques for the desktop pu 5. Looking good in print. Roger Parker. Buy a book. This is a book entitled Looking Good In Print Deluxe CD-Rom Edition by Roger C Parker. Includes a CD-Rom. It is used with wear, well thumbed, but is fully intact. The pages inside are clean and unwritten on. Read full description. See details and exclusions - LOOKING GOOD IN PRINT Deluxe CD-Rom Edition Book (Paperback). See all 2 pre-owned listings. Watch.Â Additional Product Features. Book Title. Looking Good in Print. Subjects. Computer Science.