

UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA

COORDINACIÓN GENERAL DE FORMACIÓN PROFESIONAL

LEARNING MODULE

I. GENERAL INFORMATION

1. **School:** Facultad de Arquitectura y Diseño, Mexicali, Facultad de Ciencias de la Ingeniería y la Tecnología, Valle de las Palmas
2. **Major:** Licenciado en Diseño Gráfico
3. **Study Program:** 2022-2
4. **Learning Module Name:** Digital Publishing
5. **Number:** 40142
6. **CH:** 02 **WH:** 02 **LH:** 00 **FPH:** 00 **CLH:** 00 **EH:** 02 **CR:** 06
7. **Stage:** Terminal
8. **ModuleType:** Elective
9. **Course Enrollment Requirements:** None



Learning Module Design Team

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Approval of Assistant Dean (s)

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II. PURPOSE OF LEARNING MODULE

Class topics include media integration, design for multiple devices, reading interfaces, social networks, file formats, copyright, hosting platforms, and hybrid (digital/print) workflows.

III. COMPETENCE OF THE LEARNING MODULE

Develop and digital publish, through practices on how to do an EPUB file and pdf for platform hosting, to communicate with industry specialists, ethically and proactively.

IV. EVIDENCES OF LEARNING/ACHIEVEMENT

An evidence album containing: Project brief , diagrams, digital sketches, digital models and print screen of the process, preview in EPUB format, and finish product (EPUB) on platform hosting for reading on mobile devices.

V. UNIT DESCRIPTION
UNIT I. Introduction to Digital Publishing

Competency:

Analyze the context of digital publications, through the evaluation of the main hosting platforms and EPUB format, to make the most of its capabilities, critically and honestly.

Content:

Time Allotted: 10 hours

- 1.1. Publishing in to the digital media
- 1.2. Evaluate media hosting platform capabilities
- 1.3. Evaluate the capabilities of the EPUB format
 - 1.3.2 Know the capabilities of the tools in the Specialized software
- 1.4. Analyze how the reading devices impact in to the formats, characteristics, capacities and deficiencies of TDI

UNIT II. Methodology and Development of the Digital Publishing Project

Competency:

] Develop a digital publication, through the TDI methodology, to respond to the needs of the publishing industry in an ethical and empathetic way.

Content:

- 2.1 TDI Methodology for Digital Publishing
- 2.2 The Preliminary Draft of the Digital Publishing
- 2.3 Developing a digital Publishing

Time Allotted: 12 hours

UNIT III. Usability Testing for Digital Publishings

Competency:

Measure the usability of a digital publishing, through the use of tests, to enable the detection of errors in the designs, with self-criticism and teamwork

Content:**Time Allotted:** 12 hours**3.1** What are usability tests

- 3.1.1. Testing before publication

- 3.1.1. User testing after and before publication

3.2 Usability metrics**3.3.** Analysis of usability data

VI. STRUCTURE OF WORKSHOP PRACTICES

No.	Practice Name	Procedure	Support resources	Time
UNIT I				
1	Hosting platforms and review their characteristics	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Create free accounts on the main hosting platforms 3. Hosts archives of previous publications 4. Make the appropriate settings for each platform 5. Identify the characteristics of the hosting platforms 6. Provide the URLs of your publications and a comparative table of the characteristics of the different platforms 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	2 hrs.
2	The EPUB format and its characteristics	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 3. Export a previous publication as EPUB 4. Make any adjustments to the format 5. Identify the characteristics of the EPUB format 6. Deliver the EPUB file and integrate the EPUB characteristics into the comparison table from the previous exercise 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	2 hrs.
3	The reading devices	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Review the publications made in exercises 1 and 2, through different mobile reading devices with different operating systems 3. Make the necessary adjustments for its correct 	<ul style="list-style-type: none"> • Internet connection • Mobile reading devices 	2 hrs.

		<p>reading</p> <p>4. Provides the URLs of your publications and a list of changes made.</p>		
UNIT II				
4	Brief and outline of the methodology adapted to your project.	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Create a diagram that represents the correct route for the project to be carried out (following the TDI method) 3. Make a brief of the project 4. Submit both documents for your feedback 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	2 hrs.
5	Develop a digital publish	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Perform phase 2 of the TDI model 3. Submit for your feedback 4. Perform phase 3 and 4 of the TDI model 5. Submit for your feedback 6. Perform phase 5 of the TDI model 7. Post your TDI and get feedback 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	12 hrs.
UNIT III				
6	Test design	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Design the instrument to test with users. 3. Test the instrument 4. Delivery for verification and adjustments 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	3 hrs.
7	Data collection	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. It collects data from tests with users 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers 	3 hrs.

		3. Deliver the data matrix	<ul style="list-style-type: none"> • Bibliographic references 	
8	Analysis of data	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Perform the data analysis 3. Submit for your feedback 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers • Bibliographic references 	4 hrs.
9	Results and adjustments to the product	<ol style="list-style-type: none"> 1. Heed the teacher's instructions 2. Determine the test result 3. Submit the result for evaluation 4. Make design adjustments to your TDI product 5. Post with corrections made 	<ul style="list-style-type: none"> • Internet connection • Specialized software • Projector • Computers 	2 hrs.

VII. METHODOLOGY AND STRATEGIES

course framework: The first day of class the teacher must establish the form of work, evaluation criteria, quality of academic work, rights and obligations for teacher and students.

Teaching strategies (teacher):

- Explains information about concepts and references
- Guide the practical exercises related to the topics
- Directs, supervises and provides feedback on workshop practices
- Encourages the active participation of students
- Review and evaluate exercises and activities
- Prepare and apply evaluations

Learning strategies (student):

- Research and analyze information about basic concepts and references
- Do the workshop practices
- Actively participate in class
- Prepare and deliver exercises and practices
- Make digital products
- Work as a team
- Prepares and delivers activities and practices in a timely manner
- Present evaluations

VIII. EVALUATION CRITERIA

The evaluation will be carried out permanently during the development of the course as follows:

Accreditation criteria

To be entitled to ordinary and extraordinary exam, the student must meet the attendance percentages established in the current School Statute.

Scaled from 0 to 100, with a minimum approval of 60.

Assessment criteria

- Album of evidences.....	60%
- Workshop Practices... ..	40%
Total.....	100%

IX. Bibliography

Required	Suggested
<p>Adobe (2020). Add interactivity to an In Design Document.</p> <p>Adobe (2020). Adobe In Design Classroom in a Book, Adobe Press.</p> <p>Adobe (2020). Prepare a document for EPUB output, Adobe Press.</p> <p>Adobe (2020). Publish online. What is Publish online, https://helpx.adobe.com/indesign/user-guide.html/indesign/using/publish-online.ug.html</p> <p>Adobe (2020). Publish your document Online, Adobe Press.</p> <p>Bläsi, C. y Rothlauf, F. (2013). On the Interoperability of eBook formats. European and International Booksellers Federation. Brussels, Belgium. [Classic] https://www.booksellers.org.uk/BookSellers/BizFormFiles/936121cb-a426-46da-b9aa-db8bd285d21e.pdf</p> <p>Galina Rusell, I; Priani Saisó, E. (2019). Una mirada al libro electrónico, Col. Biblioteca del editor, Universidad Nacional Autónoma de México, Dirección General de Publicaciones y Fomento Editorial. Versión digital</p> <p>Lupton, E. (2014). Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students. Princeton Architectural Press. N.Y. E.U [Clásico]</p> <p>Salinas Gutiérrez, I. (s.f.). (en prensa) El diseño de textos digitales interactivos, Editorial Universitaria, Mexicali.</p>	<p>Baltar, E. (2018). Desafíos y oportunidades del editor, en Telos Revista de Pensamiento sobre Comunicación, tecnología y Sociedad, Fundación Telefónica, recuperado de</p> <p>Baltar, E. (2018). Formatos y medidas tecnológicas de protección, en Telos Revista de Pensamiento sobre Comunicación, tecnología y Sociedad, Fundación Telefónica, recuperado de</p> <p>García, P. A. Manual de edición de libros digitales (2018). http://ri.uaemex.mx/bitstream/handle/20.500.11799/95148/M anual+de+edicion+digital+UAEM.pdf;jsessionid=B4B4B3F1ABDA8C6168BEAEE1642AFD5A?sequence=3</p> <p>Baltazar, E. (2018). Desafíos y Oportunidades. https://telos.fundaciontelefonica.com/archivo/numero104/desafios-y-oportunidades/</p> <p>González San Juan, J.L. (2018). Formatos y medidas tecnológicas de protección. https://telos.fundaciontelefonica.com/archivo/numero104/formatos-y-medidas-tecnologicas-de-proteccion/</p> <p>IA INC (2006). Web desing is 95% typography, https://ia.net/topics/the-web-is-all-about-typography-period [clásico]</p> <p>Salinas Gutiérrez, I. (2017). Razones para considerar a los textos digitales interactivos como uno más de los productos editoriales, en Tecnología y Diseño, Año 6, núm. 8, junio-noviembre 2017.</p> <p>Salinas Gutiérrez, I. (2019). Cómo se diseñan los textos digitales interactivos: una crítica al modelo actual/ How interactive digital texts are design: a critic to the current model, en Nova Scientia, No23, Vol 11(2) 2019.</p>

<http://novascientia.delasalle.edu.mx/ojs/index.php/Nova/articloe/view/1889>

Salinas Gutiérrez, I. (2019). La adecuación de las pruebas de usabilidad para identificar errores en el diseño de textos digitales interactivos, en Mujeres en la Tecnología, Capítulo 8, editado por ECORFAN. http://www.ecorfan.org/handbooks/Handbooks_Mujeres_en_la_Ciencia_TI/Handbooks_Mujeres_en_la_Ciencia_TI_8.pdf

X. TEACHER PROFILE

The teacher of Digital Publishing must be graduate in Graphic Design, Computing, Communication or related, must have knowledge of the processes of the digital publishing industry and digital publications; preferably with postgraduate studies and experience in digital publishing. Must be proactive and encourages respect for copyright, with the ability to handle advanced software for digital publishing, organization and planning skills.