**BLS3117; PUBLICATION DESIGN AND PRODUCTION**

**Short Description***:* This course introduces learners to the techniques of publication design, production, binding and finishing.

**Aim:** To enable students acquire skills in publication design, production, binding and finishing

**Learning Outcomes**

Students to be able to:

* Explain the processes involved in book production
* Design a publication
* Evaluate publications

**Intellectual, practical and transferable skills**

* + Knowledge of book production processes
  + Skills in publication design
  + Knowledge of publication evaluation

**Teaching and Learning Pattern**

By use of lectures, guided reading, study visits, practical, project

**Indicative Content**

Publication Production; Introduction and definitions, planning considerations, choosing format, copy preparation, proof reading, design and lay out, visuals and illustrations, designing artwork, typography, photography, page layout, types of paper and its selection, preparing covers and jackets, publication/magazine layout, packing, binding and finishing techniques: cutting and trimming, folding, ancillary operations for print finishing, binding wire, thread, adhesive, mechanical methods, case binding, tools and equipment, book care and repair, evaluation of publications

**Assessment Method**

Tests, coursework research questions, and projects will constitute 30%mark while final examinations (70 marks).

**Indicative Sources**

1. Clark Giles (1994). Inside Book Publishing 2nd edition, Blue print, London
2. Giles, Clark. 1988. Inside book publishing. London: Blueprint
3. Peacock, John (1995). Book Production 2nd edition, Blue print, London
4. Peacock, John. 1995. Book production. London: Chapman and Hall.
5. Studley, P. 1989. Desktop publishing for librarians. Aldership: Gower
6. Waburoko, E. S. 2004. Applied desktop publishing