



**UNIVERSITI TEKNOLOGI MARA
FAKULTI PENGAJIAN MAKLUMAT**

Faculty	:	Information Studies
Program	:	Diploma in Information Management
Course Name	:	Electronic Publishing for Information Dissemination
Course Code	:	SMM311
Credit Hours	:	3
Contact Hours	:	3
Subject Status	:	Core
Semester	:	5
Pre-Requisite	:	Nil

COURSE DESCRIPTION

This course provides theories and skills in publishing information electronically. Students are required to produce electronic newsletter and other types of publication for information dissemination

OBJECTIVES

At the end of the course, students should be able to :

- ❖ Understand concepts in electronic publishing.
- ❖ Utilise Adobe Photoshop, Adobe Illustrator and Adobe Page Maker applications in publishing their information works.
- ❖ To organize information and deliver them electronically to users.
- ❖ To produce their own electronic publications.

CONTENT

1.0 Introduction to Electronic Publishing

1.1 Points of View

- 1.1.1 Visual and logical views
- 1.1.2 Design point of view
- 1.1.3 The database view
- 1.1.4 On-line view
- 1.1.5 Other Views

2.0 Form and Function of Document Processors

2.1 Types of document processors

2.2 Stages of document processing

- 2.2.1 The phases of process
- 2.2.2 Recommended practices

3.0 Document Standards

4.0 Media and Document Integration

4.1 Bitmaps and objects

4.2 Dots and pictures

4.3 Colours

4.4 Standards and formats

4.5 Integrating text and graphics

4.6 Integrating sound and video

5.0 Applying Standards

5.1 Choosing standards

- 5.1.1 The corporate publishing standard
- 5.1.2 Standard profiles

5.2 Document exchange

5.3 Multiple use

5.4 Electronic distribution

- 5.4.1 CD-ROM
- 5.4.2 Electronic page delivery
- 5.4.3 Bulletin boards
- 5.4.4 Electronic mail
- 5.4.5 Electronic journals
- 5.4.6 The new world order of communications

6.0 Application software used for laboratory session are Adobe Photoshop, Adobe Illustrator and Page Maker, besides other optional application software.

METHODS OF INSTRUCTION

Lectures
Tutorials
Laboratory works

ASSESSMENTS

Course work		100%
Test 1 and 2	30 %	
Article Review	5 %	
Adobe Photoshop and Adobe Illustrator Exercise	10 %	
Individual Assignments (Newsletter)	10%	
Presentation	5 %	
Group Project (Newsletter)	40%	

RECOMMENDED TEXT

Tally, Jaz (2002). *Electronic publishing : avoiding the outputs blues*. UK: Prentice-Hall