



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year:2020/2021

Course specifications

1- Course data:	
Code: JUR205 Title: Press Publishing	Department: Journalism Level: Second First Semester
Specialization: Elective	No of studying units: theoretical 3 / practical: -

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1- Explains the scientific concepts of press publishing technology.
A/2- Defines the ways of using color in the press.
A/3- Describes the steps of issuing and producing an electronic newspaper.
A/4- Defines the current and future developments in the field of press technology and press production.
A/5- Determines the effects of colors in the press (readers' preferences - advertising research - symbolism - physiological effects).
A/6- Describes the digital processing of images and graphics.

- A/7- Explains the digital photographs.
A/8- Defines the environmental considerations for dealing with the printed press.
A/9- Explains how to search for new materials to manufacture paper.
A/10- Demonstrates the tendency to use electronic means in press production.
A/11- Describes the trends of the Western and Egyptian press in using modern technologies in press production.
A/12- Defines the negative effects of digital processing of journalistic photos.

b) Intellectual skills

- B/1- Analyzes the factors affecting the press production technology.
B/2- Compares the use of Western and Egyptian press with modern technology for press production.

- B/3- Compares the use of color in newspapers and magazines.

c) Professional and practical skills concerned to the course

- C/1- Using modern methods in press publishing.

- C/2- Using colors in newspaper and magazine pages.

General and transferable skills

- D/1- Using the computer.
D/2 - Working within a team.
D/3- Time management.

- D/4- Evaluating the use of colors in newspapers and magazines.

Course Content:

- The concept and stages of the press publishing process.
- Colors in the press (readers' preferences - advertising research - symbolism - physiological effects).
- Colors in the press (personality characteristics - psychological factors).
- Digital processing of images and drawings.
- Digital photograph.
- Environmental considerations for dealing with print journalism.
- The trends of using electronic methods in press production.
- The trends of the Western and Egyptian press of using modern technologies in press production
- Negative effects of digital photo processing.
- Technologies of acquiring photographs.
- Negative effects of press production technologies.

Teaching and learning methods:

- 5/1 Lectures.
5/2 Discussion.
5/3 Assignments and activities.

Student assessment methods:

- Written Exams.
- Assignments.
- Discussing and participating in the lectures