New Media Publishing

Overview

Graduates wishing to work in the media industry will need to be technologically literate. Publishing is a cross platform industry with print and on-line brand extension. Graduates wishing to work in this profession must be literate, confident problem solvers and use a range of technology to communicate ideas for example, an editor with web skills or a researcher who can edit mixed media from the Internet. This subject will enable you to develop practical skills from web design to magazine layout and producing short digital films.

Graduates taking this course have gone on to work as web editors, content managers, book publishers, teaching with IT specialism, PR and postgraduate study.

“The skills I have picked up over the last three years will aid me endlessly in my career to come and I would do it all again in a blink.”

Emma Champion
What is it like to study New Media Publishing?
You will attend weekly workshops, which are supplemented by self directed work. You will spend time in the computer labs designing websites and learning animation software packages. Self directed projects are fully supported by face-to-face and online video tutorials. All students engage in real work projects and a variety of co-curricular activities.

Year one modules

Graphics for the Web
Assessment: 100% coursework
This module provides students with organisation and communication skills which will form the basis for future study in New Media Publishing. The module is appropriate for those with little computing experience but it also provides those with prior knowledge with the opportunity of enhancing and extending that knowledge. The module content includes:
- The production of a number of images using Adobe Photoshop
- The consideration of design and communication theory
- Developing a visual awareness of information design
- Taking on the role of a graphic designer

Web Animation
Assessment: 100% coursework
Animation for the web is becoming an important tool in the design and development of web pages. This module aims to give you an understanding of a computer animation package (Flash) and the opportunity to work with time based media. Throughout the module you will be learning animation skills and looking at the following areas:
- Developing story boards as a planning tool for project development;
- Refining their understanding of on-screen design issues;
- The principles and terminology of digital animation;
- More advanced use of an image manipulation package for interactivity.

Year two modules

Magazine Design

Video Feature

Final year modules

Web Design for Publishing (double module)

Media Project (double module)

New Media Publishing
As a student studying New Media Publishing you will find yourself getting involved in a variety of co-curricular activities, across the University. These will provide you with concrete examples of your skills to list on your CV to impress potential employers.

They might include:
- Working on videos and websites
- Attending the Media Industry Speaker Programme with professionals from the creative industries.
- Opportunities to do work experience in NMP

Contact
James Nichols
New Media Publishing coordinator
J.C.Nichols@herts.ac.uk

Entry Requirements:
280 UCAS points. GCSE Maths and English Language at grade C or above.

Career Paths
Jobs where your degree would be useful:
- Publishing account manager
- Corporate communications officer
- Public Relations
- Media Planner
- Multimedia specialist-Television/radio/film
- Video producer
- Advertising account executive
- Information officer
- Magazine journalist/designer
- Web developer/Content manager

Please note, the information relating to modules in this hand out are indicative, and subject to change.