



## Undergraduate Course Syllabus

### GRA 332: Digital Publishing

Center: Online

#### Course Prerequisites

COM 232

#### Course Description

In this course, students will be introduced to the creative and practical aspects of digital publishing. Students will identify and explore differences between designing for the iPad, smartphone, tablet, laptop and desktop computers. This course shows students how to step outside of print design and learn about interactive design, and the differences and similarities between the two. Through targeted assignments students will develop an understanding of the variety of tools used to create publications for electronic media. Students will capture key insights to improve content and deepen reader engagement.

#### Course Outcomes

- Design interactive marketing and communication materials using a variety of tools for digital publication in electronic media
- Analyze the shift in user experience (UX) needs when transitioning from traditionally printed materials to electronic format
- Utilize digital publishing workflows to convert print layouts into digital designs for building applications
- Determine appropriate information architecture (IA) for interactive touch design to meet target audience needs

#### Required Materials

This course does not use a textbook. All the resources are included within modules.

#### Software:

Adobe Creative Cloud Subscription

This software is available in the [SNHU OnTheHub](#) store.

#### Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI

can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

### **Grade Distribution**

<b>Assignment Category</b>	<b>Number of Graded Items</b>	<b>Point Value per Item</b>	<b>Total Points</b>
Discussions	8	40	320
Homework	2	50	100
Final Project			
Milestone One	1	75	75
Milestone Two	1	75	75
Milestone Three	1	80	80
Final Submission	1	350	350
			<b>Total Course Points: 1,000</b>

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

### **University Grading System: Undergraduate**

<b>Grade</b>	<b>Numerical Equivalent</b>	<b>Points</b>
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33

Grade	Numerical Equivalent	Points
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Introduction: What Is Digital Publishing? 1-1 Discussion: Digital Versus Print – User Experience and Information Architecture 1-2 Review: Final Project
2	Designing for Interactivity 2-1 Discussion: Analysis of an Interactive Publication 2-2 Final Project Milestone One: Design Brief
3	Exploring EPUB Structure and Design 3-1 Discussion: Fixed and Fluid Layouts 3-2 Homework: Interactive Magazine Ad 3-3 Final Project Reminder: Milestone Two of the Final Project
4	Usability and Working with Interactive Objects – Forms 4-1 Discussion: UX and Form Design 4-2 Final Project Milestone Two: Thumbnails of Conceptual and Visual Process 4-3 Final Project Reminder
5	Using Navigation Tools for Interactivity in a Table of Contents 5-1 Discussion: Interactive TOCs 5-2 Final Project Milestone Three: Prototype Interactive Magazine Application and Draft

Module	Topics and Assignments
6	Multimedia Tools and Tablet Magazines 6-1 Discussion: Digital and Print Pathways 6-2 Homework: Interactive Feature 6-3 Final Project Reminder
7	Pulling Together the Pieces of the Interactive Magazine App 7-1 Discussion: Final Project (Non-graded) 7-2 Final Project: Interactive Magazine App
8	Reflections 8-1 Discussion: Reflections on EPUB 8-2 Discussion: Review and Feedback on the Final Project

### Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the [full attendance policy](#).

### Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### SNHU Student Handbook

Review the [student handbook](#).

### ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

**Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

**Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

**SNHU Withdrawal Policy**

Review the [full withdrawal policy](#).

**Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).