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JRNL 430.01: Print and Web Editing and Design

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Print and Web Design  spring 2019

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“Good design is clear thinking made visible. Bad design is stupidity made visible.”
Edward Tufte  professor emeritus of political science, computer science, statistics & graphic design at Yale

about the course
Journalism 430 introduces you to the skills and theory of layout and design for journalistic publications, with an emphasis on content. You will create designs for newspapers, magazines and the Web. You’ll do this as you learn Adobe InDesign. You will also learn the basics principles of design, color theory and usage, typography, lexicon and layout skills. You also strengthen your editing and headline writing skills. Bring your imagination. This will be a fun journey.

learning outcomes
To develop and evaluate the technical and creative layout skills needed to express your designs
To analyze and evaluate basic design principles & lexicon
To evaluate what good typography is and how to use it effectively
To improve your numeracy skills
To create newspaper, infographics, book covers, social media graphics, magazine
   And websites
To produce designs for use in your portfolio
To expand and evaluate your visual story-telling ability
   through design
To be proficient in design with Adobe Illustrator, InDesign and one CMS

**system fonts**
Use Adobe fonts for your assignments. If you use fonts outside the system without permission you will be assigned a grade of zero for that assignment.

**methodology & assignments**
There will be lectures and discussions. You will be expected to participate, to examine your work, the work of your classmates, and the work of contemporary newspaper, magazine and Web designers. You will design resumes, logos, posters, magazines and a website. There may be quizzes.

**texts**
Adobe Online  [https://helpx.adobe.com/indesign.html](https://helpx.adobe.com/indesign.html)

[https://helpx.adobe.com/illustrator/tutorials.html](https://helpx.adobe.com/illustrator/tutorials.html)
after-hours access
All professional and graduate journalism students should have after-hours access to Don Anderson Hall. If you need after-hours access please check online at tiny.cc/AHAS19. You will be able to gain access via Griz card. Codes will remain active until the last day of the semester. Your deadline to register is Jan 18, 2019. No exceptions.

submission of assignments
You must have an electronic copy stored by the specified time on the Professors server.
All assignments are to be submitted to my folder, Keith Graham, which is inside the Professors server. There is a JRNL 430 folder inside my folder. Inside the JRNL 430 folder is a JRNL 430 drop box. Please place your assignments in the appropriate folder inside the drop box. Put your name on the top of the first page of each assignment.
Also, you must place a copy in your student folder. It is your responsibility to immediately back up every assignment you complete. Back it up on a flash or hard drive.
For each assignment, you need to title as follows: Last name·title of assignment·idd· or ·ai· (·idd for InDesign or ·ai for Illustrator files) For example: Graham·resume·idd·
Always put your last name before assignment title. Also include a PDF for each assignment. You will create packages for each assignment. Details to come in class.
Do not use color in assignments unless told to do so. If you use color on an assignment not calling for its use, you will lose one letter grade on that assignment.

academic honesty
Important: It is expected that you will turn in new work for each assignment in this class.
It is also expected that all work done in this class on design exercises, quizzes, etc. will be your own and will be created during this semester.
Any act of academic dishonesty will result in, at the least, a zero on that particular assignment and possibly referral to the proper university authorities for
disciplinary action. Understand that you may, therefore, be assigned an F as your final grade in this class if you are caught cheating. Students must be familiar with the conduct code. Please visit University of Montana Student Code website.

**professionalism & attendance**

Our design class seeks to create a professional environment. That means, among other things, that we respect each of our colleagues. Ninety percent of what you do in the day-to-day professional world is how you deal with people. That’s what journalists do. Your attitude in the classroom is vitally important. It also means missing a class is like missing a day of work. I expect you to show up on time and show up prepared. If we start class with a quiz or an exercise and you come in late, you will not get a chance to make up the work.

If you know you are going to miss class or be late, you must notify me in advance. An “excused absence” generally involves personal or family illnesses or emergencies. Routine medical appointments, job obligations, computer problems, missed buses and scheduled interviews are not valid reasons for missing class.

Your attendance will be graded. Regular and timely attendance is crucial in this class, and you are expected to participate in critiques. If you are late, you will be counted absent. Some of the information covered in class will not be provided in the text. You will be responsible for material covered in your absence, and your assignments will still be due at their scheduled times.

**deadlines**

Assignments must be handed in on time. A late assignment will be deducted one letter grade per day. A late assignment is one that is turned in after the time it is due. Understand the importance of deadlines in journalism. Do not ask for extensions unless there has been an illness (doctor’s note) or serious family emergency.

**plagiarism**

As defined by “The University of Montana Student Conduct Code” plagiarism is “Representing another person’s words, ideas, data, or materials as one’s own.” This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.
**double-dipping**
You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in a ZERO for the assignment and could result in an F for the course.

**graduate students**
You will report on the design philosophy of an online publication or another approved endeavor. You will submit a report of at least three typed. The written portion is due April 2 at noon. Details will be discussed during the first or second week of class. The report will be worth 50 points.

**resubmissions**
You may resubmit your resume. Must be a completely different design. You will be assigned the higher score. Due April 26 at noon. Must email professor that you have resubmitted the assignment.

**students with disabilities**
If you have a disability that you feel affects your performance in this class, please come see me and we’ll seek a reasonable accommodation. Please see [http://www.umt.edu/dss/](http://www.umt.edu/dss/) quizzes.

You can expect quizzes the first several weeks, usually on Mondays. Each quiz is worth 10 points unless otherwise noted. Read the assigned material and be present for class as some material is only discussed in class and may not be placed on Moodle.

**grading criteria**
Remember, the main objective of this class is learning. If you are learning, the grades will come. Each assignment is graded on content, on how effectively your design is in communicating that content, your use of typography and photography/graphics, writing effective headlines and captions and the freshness of your vision. Grades will be posted on Moodle and you have two weeks after each assignment is posted on Moodle to ask any questions about that particular grade.

**grades**
- 20  Personal logo
- 20  Non-Profit logos
20  Resume
25  AEJMC logo
25  T-Shirt design
25  Dean Stone Program Cover
25  Book Cover
100  Magazine Project
50  Posters (movie and gig/concert)
25  Infographic
25  Website home page (using CMS)
25  Social Media Graphic or Map or Kaimin Cover
50  Class attendance
460 points  TOTAL + quizzes

grading scale
A  93 to 100%
A- 90 to 92%
B+ 88 to 89%
B  83 to 87%
B- 80 to 82%
C+ 78 to 79%
C  73 to 77%
C- 70 to 72%
D+ 68 to 69%
D  63 to 67%
D- 60 to 62%
F  59% and below

CLASS SCHEDULE
This is an outline. We will review the schedule throughout the semester.

WEEK 1  Review Syllabus, Lexicon, Measurements, Effective design
WEEK 2  Typography, Color, Design Principles
WEEK 3  Intro to Adobe Illustrator: tools, class exercises
WEEK 4  Adobe Illustrator
WEEK 5  Illustrator & InDesign, Logos, resumes, book covers
WEEK 6  More with InDesign, Page design
WEEK 7  Kaimin designs, Spot Color, Dean Stone Program
<table>
<thead>
<tr>
<th>WEEK 8</th>
<th>More InDesign</th>
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<tbody>
<tr>
<td>WEEK 9</td>
<td>Magazine design</td>
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<tr>
<td>WEEK 10</td>
<td>Magazine design</td>
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<tr>
<td>WEEK 11</td>
<td>Magazine Project, CMS/Web Design</td>
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<td>WEEK 12</td>
<td>Spring Break</td>
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<td>WEEK 13</td>
<td>Poster Design, Infographics, Maps, Social Media Graphics</td>
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<td>WEEK 14</td>
<td>Web Design</td>
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<td>WEEK 15</td>
<td>Evaluations, Feedback, Web Design Project</td>
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<td>WEEK 16</td>
<td>Final Exam</td>
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