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JRNL 430.01: Print and Web Editing and Design

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Print and Web Design *spring 2022*

Tuesday, Thursday • classrooms Don Anderson Hall 306, 301

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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 the technical and creative layout skills needed to express your designs
- To understand basic design principles & lexicon
- To appreciate what good typography is and how to use it
- To increase your numeracy skills
- To create newspaper, magazine & Web pages
- To produce designs for use in your portfolio
- To expand your visual story-telling ability through design
- To have a basic understanding of Adobe Illustrator, InDesign and CMS

system fonts

Use only fonts in our system, unless told to do otherwise. 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 will be quizzes.

texts

Adobe Online <https://helpx.adobe.com/indesign.html>

<https://helpx.adobe.com/illustrator/tutorials.html>

Anton, Kelly Kordes, Cruise, John, *Adobe InDesign CC Classroom in a Book (2021 release)*, Adobe Press, August 2021.

Bringhurst, Robert, *The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition*, Hartley and Marks Publishers; 4 Anv edition, 2013

Carter, Rob, et al, *Typographic Design: Form and Communication*, 6th Edition, Wiley, 2014.

Harrower, Tim, and Elman, Julie, *The Newspaper Designer's Handbook*, 7th Edition, McGraw-Hill, June 2012.

Johnson, Sammye and Prijatel, Patricia, *The Magazine from Cover to Cover*, Third Edition, Oxford University Press, 2012.

Lidwell, William, et al, *Universal Principles of Design, Revised and Updated*, 2nd Edition, Rockport Publishers, 2010.

Robbins, Jennifer N., *Learning Web Design, A Beginner's Guide to HTML, CSS, Javascript, and Web Graphics*, 4th Edition, O-Reilly Media, 2012.

Wood, Brian, *Adobe Illustrator CC Classroom in a Book (2021Release)*, Adobe Press, August 2021.

after hours access

All professional journalism students should have after hours access to Don Anderson Hall. A door code will be assigned and provided to you via email. Codes will remain active until the last day of the semester.

submission of assignments

You must have an electronic copy stored by the specified time on Moodle.

All assignments are to be submitted to specific assignment folder under the section Submit Assignments Here.

Please place your assignments in the appropriate folder. Put your name on the top of the first page of each assignment.

Also, you must place a copy in your student folder or own computer. It is your responsibility to immediately back up every assignment you complete. Also can 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 a package for any InDesign assignments. 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

<https://www.umt.edu/policies/browse/student-affairs/student-code-of-conduct>

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. Please understand the importance of this.

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.

graduate students

You will report on the design philosophy of an online publication. You will turn in a written report of at least three typed pages. Use the publication to demonstrate its design philosophy. The written portion is due April 18 at 8 am. Details will be discussed during the first or second week of class. The report will be worth 50 points.

resubmissions

You may resubmit the resume assignment. Must be a completely different design using different materials. You will be assigned the higher score. Due April 1 at 11:59 pm. 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 <https://www.umt.edu/disability/>

quizzes

You can expect quizzes almost every week, 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

30 points	Quiz 1, 2, 3
25	Personal logo
25	Kaimin logos
25	AEJMC logo
25	T-Shirt or illustration
25	Resume
25	Dean Stone Program Cover
25	Kaimin front
25	Book Cover
50	Magazine Project
25	Poster
50	Infographic
25	Web banner, logo, nav bar
50	Web design project
50	Class attendance
480 points	TOTAL

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
WEEK 4	Adobe Illustrator
WEEK 5	Illustrator & InDesign, Logos
WEEK 6	More with InDesign, Page design
WEEK 7	Kaimin designs, Spot Color, Dean Stone Program
WEEK 8	More InDesign, Tabloid Page Design
WEEK 9	CMS, Intro to Magazines
WEEK 10	Spring Break
WEEK 11	Magazine Project
WEEK 12	Poster Design, Infographics
WEEK 13	Poster Design, Infographics
WEEK 14	Web Design
WEEK 15	Evaluations, Feedback, Web Design Project
WEEK 16	Final Exam