

1-2014

JRNL 430.01: Print and Web Editing and Design

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print & web DESIGN

JRNL 430

M/W 9:40–11 a.m.

Spring 2014

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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 and 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 basic 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.

course outcomes

- To develop the technical and creative layout skills needed to express your designs
- To understand basic design principles
- To appreciate what good typography is and how to use it
- To understand the lexicon of the field
- 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 InDesign and Web software

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.*

methodology & assignments

There will be lectures and discussions. You will put into practice what we talked about during the lecture and discussion time. You will be expected to participate in discussions and critiques, to examine your work, the work of your classmates, and the work of the contemporary newspaper, magazine and Web designers. You will design newspaper pages, magazine and Web projects. You will examine publications for design examples. There will be quizzes based on the readings, lectures, discussions and current events.

texts

Cohen, Sandee, *InDesign CS6 for Macintosh and Windows, A Visual Quickstart Guide*, Peachpit Press, 2012.
Harrower, Tim, and Elman, Julie, *The Newspaper Designer's Handbook*, 7th Edition, McGraw-Hill, June 2012.

after hours access

All professional journalism students should have after hours access to Don Anderson Hall. If you do not please check with Journalism staff in room 201. 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.

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 there 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 drive or a hard drive.

For each assignment, you need to title as follows: *Last name.title of assignment.idd.*

For example: *Graham.resume.idd.* Always put your last name before assignment title. Also include a PDF for each assignment.

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.

http://life.umt.edu/vpsa/student_conduct.php

professionalism & attendance

JRNL 430 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 and to each other 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 considered 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 assigned a zero.

A late assignment is one that is turned in after the time it is due. Therefore an assignment turned in even one minute late, is late. Please understand how important this is to learn now. Therefore, turn in on time or be assigned a zero.

magazine examples

Bring original magazine examples only – no photocopies. We will use some of the examples as part of the class discussion. Bring the *entire* magazine for each of your three examples. You may use only one example from any one publication during the semester. Magazines must be 2013 or 2014 issues only.

graduate students

You will report on the design 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 28 at 8 am. Details will be discussed during the first or second week of class. The report will be worth 50 points (25 points for written portion and 25 points for oral presentation).

resubmissions

You may resubmit the front page design. Must be a completely different design using different materials. You will be assigned the higher score. Due March 28 at 11:59 pm. Must email professor that you have resubmitted.

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://life.umt.edu/dss/> for details.

quizzes

You can expect quizzes almost every week. Each quiz is worth 10 points unless otherwise noted. Read the assigned material.

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

35 points	First design projects Your Name (10 pts.) Resume (20 pts.) Color 1 (15 pts)
100 points	Other designs Color 2 tabloid front html, web logos (25 points each)
55 points	Dean Stone (25 pts) banner (10 pts) navigation bar (20 pts)
100 points	Magazine project
50 points	Quizzes (10 points each) <i>may be more than five quizzes</i>
20 points	Design examples (10 pts. each) logo, magazines
50 points	Web final
30 points	Class attendance
50 points	Deadline design, final exam
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. This will change depending on where this class needs to go.

	Class topics	Readings	Assignments
WEEK 1	Review Syllabus, Lexicon, Measurements, Effective design		
Jan. 27	Review syllabus Importance of Design Graduate assignments Lexicon of design, Four basic design elements		
Jan. 29	Quiz on lexicon, 4 basic elements Typography		Quiz 1 Measurements Lexicon Syllabus Four Elements
<hr/>			
WEEK 2	Typography, Color, Design Principles		
Feb. 3	Typography Color		Example 1 logos and URLs.
Feb. 5	Color Design Principles		Quiz 2 Typography Color basics <i>Place your current resume in your student folder. If you do not have one, create a one-page resume in any word processor software.</i>

Class topics

Readings

Assignments

WEEK 3 **InDesign**

Feb. 10 InDesign
Intro to InDesign
*preferences, setup, tools,
menus, fonts, panels*

Your Name
Using Serif andf Sans Serif fonts.
Will create in class

Feb. 12 More inDesign
*more panels, working with text
and photos*

Quiz 3
InDesign basics

WEEK 4 **InDesign**

Feb. 17 InDesign
Creating a resume

Color 1
Using color, your name in Serif &
Sans Serif and graphic/object.

Feb. 19 Critique Color 1 projects
InDesign

Resume
A one-page resume.
Details discussed in
class.

Class topics**Readings****Assignments****WEEK 5****Design Principles, more on 4 Basic Elements, Newspaper history, Broadsheet and Tabloids, Dean Stone Program****Feb. 24**

Critique CD design
Basic Design Principles reviewed
Page Design, details of page design
Additional info on Four Basic Elements
If time permits: Dean Stone Program

Example 2

Three examples{ Magazine cover, an opening spread, table of contents.
Each example from *different* magazine.

Feb. 26

Critique logos
History of U.S. Newspapers
Tabloids
Dean Stone Program Cover

Color 2

Color logos of the production company names provided.

Quiz 4

Details, headlines, text, captions, photography, page design

WEEK 6**Critiques, Dean Stone, Tabloid design, Intro to Magazines****Mar. 3**

Critique Dean Stone cover design
Review quiz

Dean Stone

Dean Stone Program cover
spot color only

Mar. 5

Critique Tabloid page design
Intro to Magazines

Tabloid

Montana Kaimin front page

Class topics**Readings****Assignments****WEEK 7 Magazine Covers, Spreads, Single Pages, Table of Contents****Mar. 10** Magazine Covers, Spreads**Quiz 5**
Magazines**Mar. 12** More Magazine project**WEEK 8 Magazine Project Critique, Content Management Systems****Mar. 17** Magazine Project critique**Magazine**
Magazine project**Mar. 19** Content Management Systems**WEEK 9 Intro to HTML & Web Design****Mar. 24** Intro to HTML**HTML**
in class assignment**Mar. 26** Intro to Web Design**CMS**
CMS you will use for web project**WEEK 10 Spring Break****Mar. 31** No class**April 2** No class

Class topics**Readings****Assignments****WEEK 11** **Web Design Design****April 7** Website design: home page, logo, banner,**April 9** logo, banner, navigation bars**Web logo**
Web logo**WEEK 12** **Web Design Project****April 14** Web Design project**April 16** Web Design project**Banner**
dominant photo or graphic
for your web home page**WEEK 13** **Web Design Project****April 21** Web Design project**April 23** Web Design project**Navigation bar**
for your web home page

Class topics**Readings****Assignments****WEEK 14** **App Design, Mobile Design, What's Next****April 28** App Design, Mobile Design**April 30** Your Next Design, What's Next?

WEEK 15 **Evaluations, Feedback, Final Project****May 5** Evaluations, Feedback, Web Design project**Web design project**
Your website**May 7** Final Design project**Final Project**
deadline design in class**WEEK 16** **FINAL EXAM****THURSDAY** Final Exam**MAY 15**

10:10 am to 12:10 pm