

1-2004

JOUR 381.02: News Editing II

Teresa Tamura

University of Montana - Missoula

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J381 - News Editing II, Sect. 2

UM School of Journalism • Spring 2004

Classrooms: J212 and J204

Time: Tues. and Thurs. 2:10 – 3:30 p.m.

Instructor: Teresa Tamura

Office hours: Fri. 10 a.m. to noon in J304C or by appointment

e-mail: teresa.tamura@umontana.edu

office phone: 243-2601 / home phone: 543-3030

About this course

J381News Editing II introduces you to the basics of publication design fundamentals using QuarkXPress 5 software, a standard in the publishing industry. We will work on three major aspects of graphic design this semester including but not limited to: your creative process, graphic design fundamentals and computer skills including a brief session on Photoshop 7.0, the software to edit photographs. Technology changes. Therefore, the basic design concepts you learn now can be useful with any software. You will design layouts that emphasize content and please the eye of the reader.

Course objectives

- ★ To understand typography, color and the principles of design
- ★ To appreciate the challenges and demands of graphic designers
- ★ To identify newspaper and magazine design elements
- ★ To create a portfolio of design projects
- ★ To recognize good design in our everyday life
- ★ To learn the basics of QuarkXPress 5 and Photoshop 7.0

Methods

We meet twice a week. Class time will be spent looking at graphic designs, reviewing textbook reading, working with software and evaluating our work. You will be expected to look at materials outside of class, read specific textbook sections before the topic is lectured on, and bring in ideas to share with everyone. You will get as much out of the class as you put into it. Selected projects will be discussed by group critiques but not everyone's assignment will be shown each time.

Textbooks

Both books are required and available for two-hour reserve in Mansfield Library.

• Harrower, Tim, *The Newspaper Designer's Handbook*, 5th ed., New York, McGraw-Hill Higher Education, 2002.

• Weinmann, Elaine and Lourekas, Peter, *QuarkXPress for Windows & Macintosh*, Berkeley, Peachpit Press, 2002.

Materials

- A Macintosh-formatted 100 MB Zip Disk to archive your weekly assignments for grading OR compact discs to permanently record each of your documents
- A pen or pencil and a notebook

Assignments

The first third of the semester will be heavy in reading assignments. There will be a quiz on newspaper design lingo, then one on each of the first five chapters of the Harrower book.

You will do one written assignment: an essay due on May 6, about your personal creativity and how this course has affected it.

You will produce five design projects. They are: a) a resume, letterhead, and a CD cover; b) a newspaper front page; c) a tabloid front page; d) a newspaper spread produced on deadline; e) a magazine cover, index page, and double truck photo layout.

There will also be a series of in-class exercises to familiarize you with the software: Gold brochure, photo sizing, headlines, and a newspaper centerpiece. Hard copies of each of these should be included in your final portfolio.

There is no exam during finals week but we will meet during the scheduled time period. Attendance is required.

grades

Your course grade will be based on your knowledge (quiz scores) and skills (final portfolio). After you complete each assignment, with the exception of the newspaper spread produced on deadline and final magazine project, I will complete the chart below to give you suggestions for improving the design projects.

Portfolio design projects
(double points for final magazine project)

	Excellent-5	Good-4	Average-3	Below-2	Little effort-1
Design					
Basic elements					
Typography					
Deadline / submission					

Design: proximity, alignment, repetition and contrast

Basic elements: headlines, text, photo and captions

Typography: appropriate size, easy to read and sets a style

Deadline/submission: met requirements of given assignment

At noon on Wed. April 21, 2004, you will turn in a portfolio with the original and revised versions of the design projects. This portfolio will include five projects and four in-class exercises. Points will be deducted for typographic errors and missed deadlines

See attached grade summary for specific point values and equivalent final letter grade.

course policies

Attendance. Because much of your learning will take place through discussion and hands-on exercises in class, attendance is vital. You cannot acquire the skills and knowledge necessary to master graphic design if you do not attend or arrive late. Each quiz will be held at the start of class. If you miss one, you can't take it at a later date. You are responsible for your own education so attendance will not be taken. Classes will begin on time. Please be prompt. Arrive prepared.

Special needs. If you have a learning disability, a physical disadvantage or other special needs, please talk to me about it during the first week of the semester. I want to help you succeed in this required course.

Deadlines. Deadlines are important in journalism. Assignments must be in by the time and date noted on the course schedule. Points will be deducted for any late assignment.

Academic honesty. Honesty is expected in all your work. Please see the University of Montana's web site for the Student Conduct Code:

<http://www.umt.edu/studentaffairs/sccAcademicConduct.htm>

Any dishonesty will result in a lower grade and referral to appropriate university authorities for disciplinary action.

Submission of assignments. Each assignment has a specific deadline. Put each assignment in a large manila envelop with your name, the course number and assignment written on the upper right corner. The envelop should contain the following items and be placed in the box outside my office door, 304C.

- ★ An electronic version saved on a zip disc or CD saved as: LAST NAME_ASSIGNMENT SLUG
- ★ A black-and-white printout of the assignment with your name written on the top right corner.
- ★ For portfolio design projects, include a separate piece of paper with a brief, typed description of why you designed the assignment as it appears and how you determined those choices.

Also submit:

- ★ An electronic version in my faculty folder: TAMURA_J381_DROP BOX

Graduate students. Extra academic work will be required of any graduate students. Early in the semester I will meet with graduate students to discuss the nature of this assignment and its weight in your grade.

CLASS SCHEDULE

This outline is subject to change.

Week 1

Jan. 27 Introduction to the course.
Read: Harrower, chapter one_Fundamentals

Jan. 29 Newspaper fundamentals: What it's called
History of U.S.newspapers, tools & measurements,
and design
Read: Weinmann, chapter one_The Basics,
chapter two_Startup
chapter three_Get Around

Week 2

Feb. 3 Quiz_What it's called
Introduction to Quark (J212)
Handout: Gold brochure
Deadline: Brochure due noon, Mon. Feb. 9, 2004

Feb. 5 Font reserve server (J212)
Assignment: headline exercise; photos in class
Deadline: Headlines due 4 p.m. Thurs. Feb. 5, 2004
Read: Weinmann, chapter seven_Typography

Week 3

Feb. 10 Quiz_Fundamentals
Introduction to typography

Feb. 12 Photoshop 7.0 (J212)
Assignment: Photos sized and cropped exercise (dummy)
Deadline: Photos due 4 p.m. Thurs. Feb. 12, 2004
Read: Weinmann, chapter four_Text Input
chapter five_Text Flow
chapter six_Formats
Read: Harrower, chapter two_Story Design

Week 4

M HOLIDAY

Feb. 17 Quiz_Story Design
Centerpieces_story design

Feb. 19 Assignment: centerpiece (J212)
Deadline: Centerpiece due noon Mon. Feb. 24, 2004

Read: Harrower, chapter three_Page Design

Week 5

Feb. 24 Quiz_Page Design
Modular design / resume and CD examples
Assignment: Resume, letterhead, CD cover
Deadline: Resume, letterhead, CD cover due noon, Mon. March 1, 2004

Feb. 26 Computer lab (J212)
Read: Harrower, chapter four_Photos & Art

Week 6

March 2 Quiz_Photos & Art
Photography, photo editing and picture pages

March 4 Photo layout & design (J212)
Read: Harrower, chapter five_Nuts & Bolts

Week 7

March 9 Quiz_Nuts & Bolts
Color

March 11 Assignment: Newspaper front page
Deadline: Newspaper front page due noon, Mon. March 15, 2004

Week 8

March 16 Unifying principles of design / tabloid newspapers

March 18 Review selection of front page examples
Assignment: Tabloid front page
Deadline: Tabloid front page due noon, Mon. March 22, 2004

Week 9

March 23 Feature pages. Section fronts.

March 25 No class.

Week 10

Spring Break: March 29 – April 2

Week 11

April 6 Magazine covers, table of contents, spreads
Assignment: Magazine project
Deadline: Noon, Wed. April 21, 2004

April 8 Bring (3) magazines to class for discussion

Week 12

Advising week...

April 13 Good design, SND winners, International selection

April 15 Computer lab (J212) work day

Week 13

April 20 Deadline newspaper spread
 Deadline: 3:30 p.m. Thurs. April 20, 2004

April 21 Noon_ Final portfolios due.

April 22 Video

Week 14

April 27 Review final portfolios.

April 29 Review final portfolios.

Week 15

May 4 Review final portfolios. Course evaluations.

May 6 Review final portfolios.
 Deadline: Start of class, turn in personal essays

Week 16

FINAL: 1:10 to 3:10 p.m. Thu. May 13

the subheads are Copperplate gothic bold.
The body text is Arial.

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UM School of Journalism • Spring 2004
Grade summary

Name:

Quiz: What It's Called	10 points	_____	
Quiz: Fundamentals	25 points	_____	
Quiz: Story Design	20 points	_____	
Quiz: Page Design	20 points	_____	
Quiz: Photos & Art	28 points	_____	
Quiz: Nuts & Bolts	17 points	_____	
Subtotal:			120 points
BROCHURE	5 pts	_____	
HEADLINES	5 pts	_____	
PHOTOS	5 pts	_____	
CENTERPIECE	5 pts	_____	
Subtotal:			20 points
Resume, letterhead, CD cover	20 pts	_____	
Newspaper front page	20 pts	_____	
Tabloid front page	20 pts	_____	
Newspaper / deadline	20 pts	_____	
Magazine project	40 pts	_____	
Subtotal:			120 points
Personal essay	10	_____	
Subtotal:			10 points
Total:	250 points	_____	

A = 250 to 225
B = 224 to 200
C = 199 to 175
D = 174 to 150
F = 149 and below