JOUR 381.02: News Editing II

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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.
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.

<table>
<thead>
<tr>
<th>Portfolio design projects</th>
<th>Excellent-5</th>
<th>Good-4</th>
<th>Average-3</th>
<th>Below-2</th>
<th>Little effort-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic elements</td>
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<td></td>
</tr>
<tr>
<td>Typography</td>
<td></td>
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</tr>
<tr>
<td>Deadline / submission</td>
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</tr>
</tbody>
</table>

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](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
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