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1-2015

JRNL 430.01: Print and Web Editing and Design

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Recommended Citation

Graham, G. Keith, "JRNL 430.01: Print and Web Editing and Design" (2015). *University of Montana Course Syllabi*. 2773.

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Print and Web Design

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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.

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
- To have some knowledge of Web content management system 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 for that assignment.

methodology & assignments

There will be lectures and discussions. You will put into practice what we talked about during class. 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, posters, magazine and Web projects. You will examine online 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 M., The Newspaper Designer's Handbook, 7th Edition, McGraw-Hill, 2013.

after hours access

For after hours access to Don Anderson Hall, please refer to our [Building Access information online](#)

A door code will be assigned and provided to you via email. This request will also activate your Griz Card for the outside door. If you are already a Journalism student in the professional program your old code should be active. Codes will remain active until the last day of the semester.

submission of assignments

You must submit your assignment as an InDesign document and as an InDesign PDF on the Journalism server by the specified time.

There will be assignment folders. 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. It is your responsibility to immediately back up every assignment you complete. Back it up on a flash drive or an external hard drive.

For each assignment, you need to title as follows: **Last name.title of assignment.idd. and .pdf.** For example: **Graham.resume.idd.** Always put your last name **before** assignment title.

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 be assigned a zero.

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. [The student conduct code online](#)

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 are due at 8:15 a.m. on the due date, unless otherwise noted.

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 at 8:16 a.m. is a day late. Please understand how important this is to learn now. The exceptions are the publication examples. Therefore, turn in on time or be assigned a zero.

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, using 12 point serif type. Use the publication to demonstrate its design philosophy. The report is due April 26. The report is worth 50 points.

resubmissions

You may resubmit the tabloid design. Must be a completely different design using different materials. You will be assigned the higher score. Due by April 3.

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 the [university Disability Services for Students website](#)

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.

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. See comments on week 11.

DATE	CLASS DISCUSSION	ASSIGNMENTS DUE
1 Mon. Jan. 26	Review Syllabus Role/purpose of design Lexicon of design	
Wed. Jan. 28	Quiz on Lexicon & syllabus Typography	Definition: font & typeface
2 Mon. Feb. 2	Quiz on Typography Design principles, page design Four Basic Elements	
Wed. Feb. 4	Basic color theory Discuss Resumes	Choose a serif Draft of resume in Word or Text Edit or Text Wrangler
3 Mon. Feb. 9	Color, Design principles, Four Elements quiz InDesign instruction begins	
Wed. Feb. 11	Critique Resumes Discuss logos InDesign, Day 2 Spot color	Your resume

4

Mon. Feb. 16 NO CLASS Presidents' Day

Wed. Feb. 18 Critique Resumes Three logos
Discuss Dean Stone covers
If time, more InDesign

5

Mon. Feb. 23 More discussion on color
Photography and art in page design

Wed. Feb. 25 Quiz on Photography in page design
Critique Dean Stone cover design Dean Stone cover

6

Mon. March 2 Critique Posters Poster
Newspaper and centerpiece design

Wed. March 4 Critique Centerpieces Centerpieces

7

Mon. March 9 TBA

Wed. March 11 Critique Tabloid design Tabloid front page design

8

Mon. March 16 Discuss weeks 11-15
Intro to Magazines

Wed. March 18 Magazine design, day 2

9

Mon. March 23 Magazine design, day 3

Wed. March 25 Critique Magazine projects Magazine design

10

Mon. March 30 Spring break no class

Wed. April 1 Spring break no class

11-15

Our class will discuss in week 8 what we will cover in the weeks after spring break.

The option will be more InDesign for print and some basic Adobe Illustrator; interactive InDesign or Web design (using CMS) with discussions on home pages, navigations, web banners, headlines, SEO, teasers, et al.

Regardless of what the class chooses we will briefly discuss mobile apps and the future plus cover basic HTML.