Loyola University Chicago
COMM 263- 201 Layout and Editing
Fall 2018 | MWF 11:30-12:20 Room 002

Instructor: Jessica R. Brown
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail; 48 hours on weekends. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)
Office: SOC 218   **Phone:** 312-915-7726   **Office Hours:** Wednesdays 2-4 p.m. & by appointment

COURSE DESCRIPTION
This journalism course is designed to teach the fundamentals of design for visual readers. We will examine design, color and visual theory, and understand what elements make a well-designed page. Students will learn to see design from the readers' perspective and incorporate good news judgment in delivering information. This course will also give students the opportunity to work with industry standard programs: InDesign and Photoshop.

TEXT AND OTHER MATERIALS
■ *The Newspaper Designer's Handbook 7th edition*, Tim Harrower (NDH)
■ Additional readings are on Sakai > Resources.
■ External Hard Drive – While you should save your work onto the Adobe Creative Cloud (CC); you should also back-up your work onto your own flash or external hard drive. DO NOT use e-mail, or other cloud-based sources to save your documents. Using such methods to "save" your work is not appropriate with the programs we will be using in this course.
■ Sketch Pad/Pen/Paper   ■ You should budget at least **$10** on printing and materials
■ Subscription to a print and digital version of a major U.S. daily; You can also subscribe to the New York Times – you can get a FREE subscription here: http://libraries.luc.edu/nytimes
Required on-line references: http://newspagedesigner.org; snd.org; newseum.org;
Follow me on Pinterest: Jessica Brown: https://www.pinterest.com/designteach_LUC

GRADING: It is YOUR responsibility to keep track of your grades.
100-95	A	94-90	A-	89-87	B+
86-83	B	82-80	B-	79-77	C+
76-74	C	73-70	C-	69-67	D+
66-65	D	Below 65	F		

Assignments: (30%)   Skill Challenges/Exams: (20%)
Final Project: (40%)   Professionalism/Drafts/Critiques: (10%)

Plagiarism Statement: Please see attached document AND read below. For the purposes of this course, please note that plagiarism will ALSO include not properly attributing photographs/illustrations or stories to the photographer, artist or writer. Assignments that do not have the proper attribution, even if YOU are the writer, photographer or illustrator will receive a failing grade and you will not be able to redo it. NO EXCEPTIONS!!!

SPECIAL NEEDS: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, <u>I am obligated</u> to inform Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

TURNING IN YOUR PROJECTS: All layouts must be printed in full color on 11X17 (tabloid) paper. You may use the printer (002 – scale to fit) in the classroom or those in the Digital Media Labs (Water Tower: Corboy 608; Lake Shore (IC 2nd floor). If the classroom printer is out of paper contact Michelle Bukowski on the 2nd floor of the SoC. For technical issues call IT Helpdesk at X4-4444.

1. Print layouts; upload assets & idml in a zip; paste URL of at least 1 pin that inspired your
2. Students who are absent on due dates can receive no higher than a 5 on their presentation score
3. All written assignments must be in Times, 12 pt.
4. InDesign broadsheets parameters: 72p X 120p, 1p margins, 6-column grid
5. Photographs must be 200 dpi
6. Photos without credits can receive no higher than a 5 on their photograph score
7. Missing bylines and missing credits will result in no higher than a 5 on the news judgment score.
8. Photos used in teasers, mug shots or refers DO NOT need credits
9. Misspellings in display type can receive no higher than a 5 on the writing score

CLASSROOM STRUCTURE & ETIQUETTE:
1. This course uses Adobe Creative Cloud 2018
2. Students should create an Adobe account and use the Cloud for saving work
3. Students are expected to work on projects in class, preferably on the classroom computers for easy viewing
4. Students are required to use Pinterest to follow instructor and save examples
5. Use of technology for non-course related work is prohibited. Violations will be marked on the Professionalism & Participation grade
6. On work days students should immediately log in and launch appropriate programs
7. Class time should be devoted to design, not locating content for the design
8. Students are expected to save all assets for every page design and submit them in a Zip drive, including a .idml version of the InDesign layout. Photoshop files should be saved as .jpgs

READINGS & ASSIGNMENTS: All readings and assignments are due the day they are listed. All assignments must be submitted to Sakai.

COURSE SCHEDULE (subject to change) – Assignments & additional readings are on Sakai

Week 1 – Introductions
Aug. 27: Course Overview
Aug. 29: Anatomy of Page
      Readings: NDH Intro., Ch. 1, Appendix pp. 235-237, Glossary; see Sakai Week 1
Aug. 31: ASSIGNMENT: Newspaper critique

Week 2 – Branding with Design
  <u>Readings, see Sakai > Resources Week 2</u>
Sept. 3: Labor Day, No Class
Sept. 5: The Newspaper: Creating an identity
  WATCH: Poynter Webinar – 'Making Emotional Connections'
Sept. 7: Takeaways from Poynter Webinar
  DUE – by 1 p.m. Week 2 Exam; DUE – Proof of newspaper subscription

Week 3 – Introduction to InDesign & Page Design
  WATCH: InDesign 1; InDesign 2; InDesign 3
Sept. 10: InDesign overview
Sept. 12: Skill Challenge: A1 practice design (due Sept. 17)
  ASSIGNMENT – Practice Layout: Chicago Tribune
Sept. 14: A1 practice design continued

Week 4 – Sketching; Headlines & Captions
  <u>Readings: NDH Ch. 2 & 5; Sakai > Resources > Week 5</u>
Sept. 17: Exercise: Sketching, Story & Page planning
  DUE – A1 Practice page
Sept. 19: Skill Challenge: Headline & Caption Writing
Sept. 21: CC asset management; LECTURE: Parts: Flag, Teaser, Body Copy, Photo
  ASSIGNMENT: Newspaper demographics & Style Sheet due Sept. 24

Week 5 – Original A1 Design
Sept. 24: A1 Story & Photo Selection
  <u>Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247</u>
  DUE: Newspaper demographics
  ASSIGNMENT: A1 Design (draft due Sept. 28; final due Oct. 1)
Sept. 26: A1 Design Work
  DUE – A1 Sketches
Sept. 28: DUE – A1 Drafts & Critiques

Week 6 – Photoshop; Features Design
  <u>Readings, see Sakai Week 6</u>
Oct. 1: Introduction to Photoshop
  DUE: A1 Design
  ASSIGNMENT: Features Design (draft due Oct. 10; final due Oct.12)
Oct. 3: Exercise: Photoshop Cutouts (Keep and save for next class)
Oct. 5: Skill Challenge: Cutout & Layout

Week 7 – Features Design
Oct. 8: No Class, Fall Break
Oct. 10: DUE – Features Drafts & Critiques
Oct. 12: DUE – Final Features Design
  ASSIGNMENT: Callout/ASF design (due Oct. 22)

Week 8 – Callouts & Alternative Story Forms
  <u>Readings: NDH Ch. 6-7</u>
Oct. 15: Skill Challenge: Header Design
Oct. 17: Section Callout/ASF design work
Oct. 19: DUE – Callout/ASF design drafts & critiques

Week 9 – Sports Design
        Readings: see Sakai Week 9
Oct. 22: DUE – Final Callout/ASF design
        ASSIGNMENT: Sports Design (draft due Oct. 10; final due Oct.12)
Oct. 24: Design work
Oct. 26: DUE – Sports Drafts & Critiques

Week 10 – Tabloid/Compact Design
        Readings, see Sakai Week 10
Oct. 29: ASSIGNMENT: Tabloid/Compact design
        DUE – Final Sports Design
Oct. 31: WATCH: Poynter Webinar – Planning & Design for the Big Story
Nov. 2: DUE: Draft Tabloid/Compact

Week 11 – Politics Design Group Project
        Readings, see Sakai Week 11
Nov. 5: Project Phase I – Story Planning
        DUE – Final Tabloid/Compact design
Nov. 7: Project Phase II – Page Planning
Nov. 9: Project Phase III – Design Execution
        DUE – Final Politics Designs by 11:55 p.m. (Inside & Cover)

Week 12 – Final Project
        Readings: NDH Ch. 8
Nov. 12: ASSIGNMENT: Final Project
Nov. 14: Web & Mobile Design & Adding Interactivity
Nov. 16: Skill Challenge: Redesign

Week 13 – Project Plans; Turkey Time
        Readings, see Sakai Week 13
Nov. 19: DUE – Final Project Page Plans & Section Summary
Nov. 21: No Class, Thanksgiving Break
Nov. 23: No Class, Thanksgiving Break

Week 14 – Drafts Round IV & Final Work
        Readings, see Sakai Week 14
Nov. 26: Skill Challenge: Photo Essay w/ hyperlinks
Nov. 28: Final Project one-one-on – Group A
Nov. 30: Final Project one-on-one – Group B

Week 15 – Final Project Drafts
        Readings, see Sakai Week 15
Dec. 3: Drafts round I
Dec. 5: Drafts round II
Dec. 7: Drafts round III

Dec. 10: Final exam 1-3 p.m.
        There is no final exam for this course. DUE – Final project