

Loyola University Chicago
Spring 2017
COMM 263- 201 Layout and Editing, Room 003
Tu/Th 2:30-3:45

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 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 & stapler ■ You should budget at least \$20 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 subscriptions here: <http://libraries.luc.edu/nytimes>

Required on-line references: <http://newspagedesigner.org>; snd.org; newseum.org;

Follow me on Pinterest: Jessica Brown

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 (SK)/Exam: (20%)

Portfolio 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>

IMPORTANT NOTES:

- 1.) As design may be new to you, please do not wait until class time to work on assignments. Unfamiliarity with Macs, the software, design, or time constraints will not be acceptable excuses for falling behind on projects.
- 2.) NO absence will be excused unless it is because of the death of a loved one or serious illness or injury. You will be required to present proof for an excused absence. Proof **MUST** be given no later than your first day back.
- 3.) All assignments are due at the start of class, unless otherwise instructed. All final work asks that you print and present your design. An absence or lack of a print out will reduce your presentation grade by 5(X) on the rubric. Late work will be accepted up to 72 hours after the due date, and the grade will be adjusted accordingly (-5 points for each day late). Presentations may only be made on the original due date.
- 4.) Unless otherwise directed, all InDesign page layouts must be printed in full size and full color, AND posted as a PDF to Sakai. Photoshop files can be posted as jpgs or pdfs.
- 5.) We are using **Adobe Creative Cloud 2015.3** for this course. If you have your own computer or subscription, please **CHECK THE VERSION**. Save InDesign files as idml for universal use.
- 6.) You can also save your work by creating a Creative Cloud account. Because you have so many options to save, you will be given little concessions if you lose your external drive.
- 7.) DRAFT/CRITQUES are worth 10 points. These may be conducted in either written or oral form among the class. **To earn 10 points you must meet all of the following criteria:** 60% or more of drawn InDesign page, be on time for class; and have your own project available for the critique. Drafts are fundamental to your success in this course. It allows me to make sure you are on the right path and share your work and ideas with your classmates.
- 8.) PROFESSIONALISM** will be assessed on these criteria: being on time for class; not leaving class before it's been adjourned; being disruptive or rude to others; texting; gaming; playing games; using social networks; using technology or devices for purposes other than our course work; being deceptive about absences, missed work, or other course issues; doing work unrelated to this course; damaging equipment or using software inappropriate to this course or university policies. I will make note of any of these issues and adjust this grade accordingly.
- 9.) ALL images and stories you use should be saved onto your assets folder **PRIOR TO** placing them on your InDesign page. To save stories taken from the Internet, copy and past the entire story onto a Word document. DO NOT rely on locating the story online at a later date, as it may no longer be accessible. I recommend an asset folder specific to each assignment.

- 10.) You are required to keep all files related to any work completed in this course, including images and stories. You may be asked to re-visit previous assignments and will need access to these files.
- 11.) Readings should be completed on the day they are listed.
- 12.) Color prints can be made in the classroom, using **printer 002**; tabloid size (11X17). Do not wait until the last minute to print your work. If the printer is out of paper, or malfunctioning call IT at X4-4444. You may also use the color printer in the Digital Media Lab (DML) on either the Lakeshore (IC, 2nd floor), or Water Tower campus (CLC, room 608).
- 13.) ALL InDesign broadsheets are **72p X 120p**, with **1p margins**, on a **6-column** grid (as you become more sophisticated you may adjust the column measure from 5-12 columns).
- 14.) ALL images must be 200 dpi (a .5 stroke is recommended – must be consistent).
- 15.) **ALL images must have a credit AND caption, except: mug shots, or images used in teasers or refers. Certain illustrations only need credits and no captions. Layouts missing credits can receive no higher than a ‘5’ under “Photographs” on the rubric.**
- 16.) ALL stories must have bylines. Stories missing bylines can receive no greater than ‘5’ under “News Judgment” on the rubric.
- 17.) **Misspellings in display type can receive no greater than a ‘5’ under “Writing” on the rubric.**
- 18.) **Plagiarism** can occur in a design course. Designs are copyrighted material. You must balance being inspired by others’ work, but not use their work wholesale. You can also plagiarize yourself by using similar layouts in multiple assignments.
- 19.) While design is subjective your assignments will be graded on the criteria set on the design evaluation rubric available on Sakai > Resources > Extras.
- 20.) It is imperative that you are not only on time to class, but that you are logged in and the appropriate files and programs are open at the start of class.
- 21.) You should expect to spend 3-5 hours per week outside of class on course work. If you are serious about your design work, you should spend an additional hour per week reviewing the online resources provided to you for inspiration and sketching.
- 22.) You should NEVER spend class time looking for stories or photos. You will be expected to have these items already selected once in class. Class time should be spent executing the design. Failure to plan ahead here will be reflected in your Professionalism grade.
- 23.) Assignments will be posted to Sakai. The most updated content and assignment details may be on Sakai and not on the syllabus. Remember this is a journalism course and current events may necessitate a change in due dates or assignment details.
- 24.) **All WRITTEN work must be in Times, 12 pt. double-space, staple pages in top left corner.**

THE COURSE (Subject to change): SRO (Sakai > Resources > Online Reading)****Use the design checklist (Sakai > Resources > Extras) before turning in your layouts****Week 1: Introductions**

Jan. 17 – LECTURE: Introduction to course and design basics

ASSIGNMENT: Newspaper critique; due Jan. 19; Newspaper subscription; due Jan. 26*Readings: NDH Introduction, Ch. 1, Appendix pp. 235-237, Glossary*

Jan. 19 – LECTURE: Anatomy of a newspaper

DUE: Newspaper critique**Week 2: Style, Theories & Sketching**

Jan. 24 – EXERCISE: Sketching; Identifying Styles

Readings: NDH Ch. 2 & 5, Appendix pp. 238-240; SRO > Week 2

Jan. 26 – Typography, Color and Scale; Introduction to InDesign

DUE: Proof of newspaper subscription**PROPER FILE MANAGEMENT: File folder (Assets) > Assignment folder > InDesign files & images****Week 3: InDesign Continued & Headlines**

Jan. 31 – CC file management; LECTURE: Parts: Flag, Teaser, Body Copy, Photo

SKILL CHALLENGE (SK) 1: Four basic elements

Feb. 2 – InDesign Practice; Headline writing practice

*Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247; SRO > Heads&Cuts***Week 4: Building a Broadsheet**Feb. 7 – **ASSIGNMENT: A-1 Practice Page, pdf only due Feb. 9 (end of class)**Feb. 9 – **Practice page continued; DUE: end of class (upload pdf to Sakai)****ASSIGNMENTS: Newspaper demographics & Style Sheet, due Feb. 14****ASSIGNMENT: Flag & Section Front Design; due Feb. 16****Week 5: A-1 Design; Photoshop**

Feb. 14 – LECTURE: Page One: A Case Study

ASSIGNMENT: Design A-1 page; draft due Feb. 21; final due Feb. 23**DUE: Newspaper demographics & Style sheet**

Feb. 16 – Introduction to Photoshop

DUE: Flag & Section Front Design**Week 6: A-1 Design**Feb. 21 – **DUE: A-1 draft**

Feb. 23 – EXERCISE: Photoshop Practice

ASSIGNMENT: Lifestyle section front; draft due Feb. 28, final due Mar. 2**DUE: A-1 Design (print & upload)****Week 7: Features Design**Feb. 28 – **DUE: Features draft**

Mar. 2 – SK 2: Photoshop Illustration

ASSIGNMENT: Photo essay (Travel); draft due Mar. 14, final due Mar. 16

DUE: Features Design (print & upload)

Week 8: Photo Essay – Take Pictures!

Mar. 7 & 9 – No Class. Spring Break

Week 9: Photo Essay...Continued

Mar. 14 – **DUE: Photo Essay draft**

Mar. 16 –LECTURE: Working with graphics & alternative story forms (ALTs)

Readings: NDH Ch. 5-7; Sakai > Resources > Online Reading > Week 9

ASSIGNMENT: Sports Design; draft due Mar 21, final due Mar. 23

DUE: Photo Essay (print & upload)

Week 10: Sports Design

Mar. 21 – SK 3: ALT collage

Mar. 23 – **DUE: Sports draft**

Week 11: Final Project

Mar. 28 – **ASSIGNMENT: Final project detailed**

DUE: Sports Design (print & upload)

Mar. 30 – LECTURE: Web, Mobile & Interactivity

Week 12: Tabloid; Final Exam Take Home

Apr. 4 – LECTURE: Tabloid design; Final Exam detailed (name of product due Apr. 13)

Apr. 6 –SK 4: Redesign

Week 13: Portfolio Drafts

Apr. 11 – Portfolio Project Draft 1

Apr. 13 – Portfolio Project Draft 2

DUE: Name of product for final exam

Week 14: Portfolio Drafts

Apr. 18 – Portfolio Project Draft 3

Apr. 20 – Portfolio Project Draft 4

Week 15: Portfolio Drafts

Apr.25 – Portfolio Project Draft 5

Apr. 27 –**DUE: Final Project**

Final Exam: Layout Analysis

May 6 – 4:15 p.m.

THE ASSIGNMENTS – DATES AND DETAILS (Subject to change):

Jan. 19 – Newspaper Critique: 10 points

Today each student should bring in a complete copy of a **broadsheet or tabloid daily** newspaper and discuss the design based on the readings/lessons thus far. These will be verbal discussions.

- What trends, if any, does the design follow?
- Are the headlines and captions appropriate to the story that follows it?
- Are the photographs compelling and appropriate to the story they go with?
- How visually appealing is the overall layout/design? What extra elements make it stand out?
- How many EDITORIAL sections are there and what type?

Jan. 26 – Newspaper Subscription: 10 points

Each student is required to provide proof of either a print or digital subscription to a U.S. major daily. Students can email their receipt to the professor at jbrown7@luc.edu.

Feb. 9 – Practice A-1: 25 points

A pdf of your page should be uploaded to the assignment on Sakai. To make a pdf of your InDesign page, go to **File > Export**, select format ‘**pdf for print**’ and save, then upload it.

Feb. 14 – Newspaper Demographics: 25 points

Each student must turn in a general description of the audience and mission of their newspaper. This will be the paper you will design for throughout the semester, so it should be a product that you feel passionate about and have thought through well, and lends itself to having **multiple sections**. You need to provide me with: **1.** the name of your newspaper; **2.** age range, educational level, socio-economic level and political preference of your audience; **3.** cost of your paper (daily and Sundays); **4.** the goal/mission statement of your paper in 200 words or less; **5.** the design philosophy of your paper in 50 words or less. **6.** List at least 7 sections that would appear either daily or occasionally (label each accordingly).

- **Additional Guidelines:** Turn in a hard copy and upload to Sakai.

Feb. 14 – Newspaper Style Sheet: 25 points

On an 8.5X11 InDesign document, design the **NUTS & BOLTS (see Ch. 5)** of your pages. You should use my practice version on Sakai as a guide. This will act as your guide as you build your brand. All the typography and color choices you make on this style sheet should be consistent with the design style you described on the demographics assignment. You may need to tweak certain items as you work through future layouts, but the goal is to make these tough decisions now so that you can work purely on layouts for upcoming pages. Be sure to check that you have attended to the items below:

- | | | |
|--|--|--|
| <input type="checkbox"/> Column logo | <input type="checkbox"/> Liftout/Pull quote | <input type="checkbox"/> Main head, deck (& summary) |
| <input type="checkbox"/> Byline & credit | <input type="checkbox"/> Body copy | <input type="checkbox"/> Refers (print & online) |
| <input type="checkbox"/> Drop cap | <input type="checkbox"/> Graphic head & text | <input type="checkbox"/> Jump lines (to & from) |

- **Additional Guidelines:** Turn in a full color hard copy AND upload a pdf to the Sakai assignment.

Feb. 16 – Flag & Section Front/Logo Designs

This assignment asks you to design a series of **Flags and Section Fronts** for your publication. You must execute a daily Flag, a Sunday Flag, 4 Section Fronts (Business, Sports, Global, and another of your choosing) – this additional section front should be on a topic that caters very specifically to your audience – please use pp. 11 and 147 of your text for ideas. Additionally, you should incorporate teasers as part of your designs as most of the assignments for this course will require teasers as part of the page design.

Document: 72pW X Flexible Depth

Feb. 21 & 23 – A-1 Page: 100 points

For your first full-page assignment, you will design an A-1 page. You should implement the lessons you have learned thus far in using your news judgment, working with headlines, captions and photographs, as well as incorporating your styles to the layout. Your page must include:

- A proper flag with teaser(s)
- A minimum of three stories
- At least 4 visual elements
- A refer package or index

Feb. 28 & March 2 – Features Page: 100 points

For your second page design you will execute a features page. See Sakai for details.

March 14 & 16 – Photo Essay: 100 points

You will be the sole photographer and reporter for the photo essay. Whether or not you travel or stay in Chicago for Spring Break, you should photograph your experience to tell a photo story for your readers. Consider that this story will run in the travel section of your paper. This will be an **INSIDE SPREAD**, which will require a **folio** rather than a section header. You need **only one credit** since there is only one photographer and you should consider treating your **byline and credit as one would see in a magazine**. You need a minimum of 5 images. See Sakai and text book for examples.

March 23 & 28 – Sports: 100 points

Sports is a difficult section for many designers. If you're not a sports fan, make extra efforts to examine sports design in preparation for this layout. Details are on Sakai.

April 27 – Final Project: Multi-page Design

Details will be on Sakai as the date gets closer.

March 21 – Exam: TBD**April 27 – Final Project: TBD****May 6 – Final Exam: Layout Analysis**

Details will be on Sakai as the date gets closer.