

Publication Design and Production

JOUR4140-001

Spring 2011

T 5:30-8:30PM

202 MJ

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COURSE SPECIFIC REQUIREMENTS

COURSE DESCRIPTION:

Basic principles of design and production for newspapers and magazines; typography, story and page design, graphics; copy, images and infographics and presentation in clear, well-organized way; headlines, titles, subheads, captions, and other copy.

PROFESSIONAL VALUES AND COMPETENCIES:

- think critically, creatively and independently;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.
- apply basic numerical and statistical concepts;

PREREQUISITE:

JOUR 2123 (Editing) and 3526 (Photojournalism/Digital image)

TEXTBOOKS:

The Newspaper Designer's Handbook, by Tim Harrower, (New York: The McGraw Hill Companies). 2008 (sixth edition).

Adobe Creative Suite 5 Design Premium All-in-One For Dummies, by Jennifer Smith, Christopher Smith and Fred Gerantabee, 2010.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Learn to master overall concepts of page design and to recognize the different problems and challenges presented by newspapers and magazines and working with web design in their layout approach.
- Select and position elements on a page in terms of relevance including headlines and photographs.
- Deal with visual dominance in an appropriate manner and understand when a photograph might need to be large or small in a page design.
- Understand the basics of typography and what is as well as what might not be appropriate in terms of font choice, size and style.
- Recognize when an infographic might be more appropriate than a photograph.
- Understand the types of infographics and what goes into building a good infographic.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Complete at least two full size (broadsheet) newspaper pages, fully edited and designed with actual stories and photographs
- Write captions for photographs and create appropriate headlines in the correct style that fit the space allotted.
- Produce a two-page opening magazine spread with graphics, title and text demonstrating appropriate skill in the use of typography and design.
- Be able to pass basic quizzes on typography, design and color
- Acquire proficiency in contemporary software
- Construct a basic infographic

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:

The class is design to equip students with knowledge necessary to design and produce publications.

Awareness:

- Becoming aware of the role of design in the overall communications strategy of newspapers and magazines

Understanding:

- Understanding the principles of good design including Proximity, Alignment, Contrast and Repetition, typography and color.

Application:

- Producing publications and graphics using industry-standard software. Understanding different approaches to design based upon the audience and message of a particular publication
- Using syndicated research sources to include broadcast and print message research and broadcast and print audience research.

CLASSROOM FORMAT:

The class will be presented in both the lecture and lab formats. Design principles discussed in the lecture portion of class will be applied to different projects using industry standard software during the lab portion of the class.

GRADING:

Your final grade for the course will be based on combined total of the following percentages:

- Quizzes on chapter readings and additional readings and/or homework/computer assignments. 10 percent
- Final examination 20 percent
- Midterm examination 20 points
- Attendance/participation 10 points
- Design projects 20 percent
- Final Project 20 points

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

TENTATIVE TIMETABLE

DATE	SUBJECT	READINGS	OTHER
January 18	Layout basics: Design, typography,color	NDH: Ch 1	
January 25	Layout Building a page — the grid	NDH: Ch 2 & 3	Quiz 1
February 1	Layout: Elements of the page	NDH: Ch 5	
February 8	Image preparation (color correcting, file format, resolution)	NDH Ch 4	
February 15	Images:	NDH Ch 4	Quiz 2
February 22	Images:	NDH Ch 4	
March 1	MIDTERM EXAM		
March 8	NO CLASS – SPRING BREAK		
March 15	Infographics	NDH: Ch 6	
March 22	Infographics	NDH: Ch 6	Quiz 3
March 29	Infographics	NDH: Ch 6	

April 5	Publication seminar
April 12	Publication seminar
April 19	Publication seminar
April 26	Last Class/ FINAL PROJECT DUE
May 5	FINAL EXAM

** Schedule subject to change*

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a

source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.