

**News Design**

JOUR 4140/6140-001

Spring 2014

TR 2:40-4:05 p.m.

Meeman 202

Prof. Matt Haught

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**COURSE REQUIREMENTS****CATALOG/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. (3 credit hours)

**PREREQUISITE:**

JOUR 2123 (Editing) and 3526 (Digital Imaging)

**TEXTBOOK:**

*The Newspaper Designer's Handbook*, by Tim Harrower, (New York: The McGraw Hill Companies). 2012 (7th edition).

**REQUIRED SOFTWARE:**

Adobe Photoshop CS6

Adobe InDesign CS6

Adobe Illustrator CS6

Note: You may purchase the Adobe Creative Suite 6 Design Standard (which has Photoshop CS6, InDesign CS6, Illustrator CS6 and Acrobat X Pro from the Adobe.com website at the student's discounted price of \$349.)

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB capacity)

Ruler (Pica Pole is preferable)

Pencil and eraser

**Class instruction**

This course is designed to stock the toolbox of a talented graphic designer. Students will learn advanced techniques and the principles behind them to execute designs for work in the creative industry. Further, students will build a portfolio of work to show potential employers. Some sessions will require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time. Students are required to complete multiple design projects throughout the semester, as well as a final project. The design projects allow students to work creatively for various applications of graphic design skills. The final project should invoke all skills learned in the course.

**GRADING:**

A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

**Grade Distribution: Total points= 1000**

Assignment	No.	Points	Total
Design activities	10	10	100
Design projects	5	100	500
Research project	1	150	150
Final project	1	250	250
Midterm exam	1	125	125
Final exam	1	125	125
<b>Total</b>			<b>1250</b>

**Grading Philosophy:** A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

**Final exam time:**

1-3 p.m., Tuesday, May 6

**ATTENDANCE & CLASS CONDUCT**

Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course. Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy. Attendance will be determined by signing the daily sign-in sheet for the course.

**Mobile and electronic devices:**

The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

**DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will be deducted a letter grade for each day late. Exceptions will be made for reasonable circumstances if the student notifies the instructor **prior to or on** the due date. Work will be collected at the beginning of class, and must be printed and mounted or prepared for presentation before class.

**DIVERSITY**

Students will be required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Visual communications created in this course, and in the field, reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

## **WEATHER POLICY**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

## **COMPUTER USAGE**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course. If you are unfamiliar with the Mac operating system, visit the training link at <http://www.apple.com/support/mac101>.

## **WRITING STYLE**

While this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

## **Assignment format**

All assignments are to be submitted electronically via eCourseware. In the submission, students must include the following items:

1. The original Adobe CS document (InDesign, Illustrator, etc.)
2. Any links associated with the CS document (Images, Fonts, etc.)
3. A PDF of the document.
4. A 150-word description of the work and artist's statement. (Projects only).

Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. **Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.**

All projects (except the final) can be resubmitted with corrections and revisions one week after it is returned to you.

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

## **COPYRIGHT AND INTELLECTUAL PROPERTY:**

*Copyright protection subsists, in accordance with this title, in original works of authorship fixed in any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device. —Title 17 of the United States Code, Circular 92, § 102*

As a content creator, you must be aware of the rules of copyright law. Your work, by the nature of its creation, grants it copyrighted status. Some of the materials you will use in this course will fall under copyright protection, and should be handled with respect to copyright law. In your creative process, you may wish to use visuals culled from other sources. These visuals must comply with copyright law; you may use royalty free images and graphics, as well as purchased images and graphics, images and graphics you have created, and those supplied to you for the purpose of this class for your creative work. You may not simply download photos from the Internet and use them in your projects. Assignments that do not comply with copyright law will earn a grade of 0 and the student will face disciplinary action from the Department of Journalism.

**FOR GRADUATE STUDENTS:**

This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes but is not limited to a term paper about an assigned topic, class presentations, book reviews and/or special projects. Graduate students should meet with the professor as soon as possible after the beginning of the term to work out arrangements for graduate-level credit for the course.

**Class Schedule**

<b>Class</b>	<b>Content</b>	<b>Due</b>	<b>Readings</b>
<b>Week 1</b>	<b>Introduction</b>		
Thur. Jan. 16	Introduction. Syllabus. Anatomy of newspaper and magazine.		
<b>Week 2</b>	<b>Typography</b>		
Tues. Jan. 21	Typography. InDesign Toolbox. Text frames. Style sheets.		Harrower Preface, Ch. 1
Thur. Jan. 23	Headlines. Cutlines. Display type.		Garcia pp. 1-73
<b>Week 3</b>	<b>Color and Design</b>		
Tues. Jan. 28	Color. Color tools. Swatches and Pantone.	DA 1	Harrower pp. 206-218; Garcia pp. 137-158
Thur. Jan. 30	Elements of Design.		
<b>Week 4</b>	<b>Story design</b>		
Tues. Feb. 4	Story design	DA2	Harrower Ch. 2
Thur. Feb. 6	DP 1 Critique	DP1	
<b>Week 5</b>	<b>Photography</b>		
Tues. Feb. 11	Making and using images	DA 3	Harrower Ch. 4
Thur. Feb. 13	Darkroom skills. Color correction. Toning. Red eye.		Garcia pp. 159-187.
<b>Week 6</b>	<b>Page design I</b>		
Tues. Feb. 18	Modular and Grid Design.	DA 4	Harrower Ch. 3
Thur. Feb. 20	Layout and planning. Budget. Column inches. Slot.	Paper	Garcia pp. 75-136
<b>Week 7</b>	<b>Page design II</b>		
Tues. Feb. 25	Designing Section Fronts	DA 5	Harrower Ch. 5
Thur. Feb. 27	DP 2 Critique	DP 2	
<b>Week 8</b>	<b>Elements</b>		
Tues. March 4	Nuts and Bolts/ Libraries and Templates	DA 6	Harrower Ch. 5
Thur. March 6	Midterm exam		
<b>Week 9</b>	<b>Spring break</b>		
Tues. March 11	Spring break (No class)		
Thur. March 13	Spring break (No class)		
<b>Week 10</b>	<b>Infographics I</b>		
Tues. March 18	Alternative story forms	DA 7	Harrower Ch. 6
Thur. March 20	DP 3 Critique	DP 3	
<b>Week 11</b>	<b>Infographics II</b>		
Tues. March 25	Data visualization.	DA 8	
Thur. March 27	Charts.		
<b>Week 12</b>	<b>Magazine I</b>		
Tues. April 1	Cover Design	DA 9	

Thur. April 3	DP 4 Critique	DP 4	
<b>Week 13</b>	<b>Magazine II</b>		
Tues. April 8	Story design	DA 10	
Thur. April 10	Standing features		
<b>Week 14</b>	<b>Other design skills</b>		
Tues. April 15	DP 5 Critique	DP 5	
Tues. April 17	Newsletters, flyers, ads, brochures	DP 5	
<b>Week 15</b>			
Tues. April 22	Final Project Work Day		
Thur. April 24	Final Project Work Day		
<b>Week 16</b>			
Tues. April 29	Final presentation		
Tues. May 6	Final exam		

NOTE: Schedule and syllabus are subject to change based on the needs of this class.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4140:**

- 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;

#### **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.

**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.

### **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.