Loyola University Chicago
Fall 2016
COMM 263- 201 Layout and Editing, Room 003
MWF 11:30-12:20

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:** Mondays & Tuesdays 2-4 p.m.

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   ■ 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 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%)   Analysis/Write Up (15%)   Skill Challenges (SK)/Exams: (15%)
Portfolio Project: (30%)   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 requires that you be present for the presentations. No assignment will be accepted if you are absent for the presentation, except in cases like those stated above. In these cases you will lose 10 points per day and after the 5th day the work will no longer be accepted.

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.

5.) We are using **Adobe Creative Cloud 2015** 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:** A sketch of your layout that indicates slugs for stories and photos; 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, not forgetting essential content, 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). However the printers is not reliable, so I HIGHLY recommend you do a test run before assignments are due and not wait until the last minute to print your work. If the printer is out of paper, see Michelle at the front desk of the SoC; but if it's malfunctioning call IT at X4-4444. It is recommended you use the color printer in the Digital Media Lab (DML). Color prints can also be made at the (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.

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 content MUST BE Times, 12 pt. double-space.

THE COURSE (Subject to change): Assignment details follow course schedule

Week 1: Introductions
Aug. 29 – LECTURE: Introduction to course and design
    ASSIGNMENT: Newspaper critique; due Sept. 2
Aug. 31 – LECTURE: Anatomy of a newspaper (Pinterest)
    Readings: NDH Introduction, Ch. 1, Appendix pp. 235-237, Glossary
Sept. 2 – **DUE: Newspaper critiques**

Week 2: Design Theories; InDesign
Sept. 5 – NO CLASS: LABOR DAY
Sept. 7 – EXERCISE: Sketching – broadsheet and story
    Readings: Sakai > Resources > Online Reading (SOR) > Week 2
Sept. 9 – Typography, Color and Scale; Introduction to InDesign
    Readings: NDH Ch. 2 7 Ch. 5, Appendix pp. 238-240; SOR > Heads, Cuts & Style
    DUE: Proof of newspaper subscription

Week 3: InDesign continued
Sept. 12 –InDesign Practice; Headline and caption writing practice
    Readings: SOR > Heads, Cuts & Style
Sept. 14 – CC file management; LECTURE: Parts: Flag, Teaser, Body Copy, Photo
PROPER FILE MANAGEMENT: File folder (Assets) > Assignment folder > InDesign files & images
Sept. 16 – SKILL CHALLENGE 1: Four basic elements
    ASSIGNMENTS: Newspaper demographics, & Style Sheet, due Sept. 23

Week 4: Building a broadsheet
Sept. 19 – **ASSIGNMENT: A-1 Practice Page, pdf only due Sept. 23**
    Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247
Sept. 21 – A-1 Practice Page continued
Sept. 23 – LECTURE: Page One: A Case Study
    DUE: Newspaper demographics, & Style Sheet; DUE: A-1 practice page pdf
    ASSIGNMENT: Design A-1 page; draft due Sept. 28; final due Sept. 30

Week 5: A-1 Design
Sept. 26 –EXERCISE: Work on A-1
Sept. 28 – **DUE: A-1 drafts/critiques**
Sept. 30 – **DUE: A-1 presentations**
    ASSIGNMENT: Feature layout; draft due Oct. 5; final due Oct. 7

Week 6: Photoshop
Oct. 3 – Introduction to Photoshop
Oct. 5 – **DUE: Features drafts/critiques**
Oct. 7 – **DUE: Features presentations**
    ASSIGNMENT: Photo Essay/Travel; Images due Oct. 12; final due Oct. 17
    ASSIGNMENT: see Sakai Forum; due Oct. 14

Week 7: Challenges
Oct. 10 –FALL BREAK: NO CLASS
Oct. 12 –Photoshop practice
Oct. 14 – SKILL CHALLENGE 2: Typography w/ Photo   **DUE: Sakai Forum**

Week 8: Photos; Tips n Tricks
Oct. 17 – LECTURE: How'd they do that
Oct. 19 – **DUE: Photo Essay drafts/critiques**
Oct. 21 – **DUE: Photo Essay presentations**
       ASSIGNMENT: Tabloid layout, draft due Oct. 22; final due Oct. 24

Week 9: Tabloid Design
Oct. 24 – SKILL CHALLENGE 3: Making a list
Oct. 26 – **DUE: Tabloid drafts/critiques**
Oct. 28 – **DUE: Tabloid Essay presentation**
       ASSIGNMENT: Sports design, draft due Oct. 29, final due Oct. 31
       Readings: NDH Ch. 6-7; Sakai > Resources > Online Reading > Week 9

Week 10: Sports Design; Portfolio Project
Oct. 31 – SKILL CHALLENGE 4: By the numbers w/ image
Nov. 2 – **DUE: Sports drafts/critiques**
Nov. 4 – **DUE: Sports presentation**
       ASSIGNMENT: Final project detailed

Week 11: Design Analysis; Exam
Nov. 7 – Exam
Nov. 9 – *DUE: Single-Page Design Analysis Group 1*
Nov. 11 – *DUE: Single-Page Design Analysis Group 2*

Week 12: Interactive Design
Nov. 14 – LECTURE: Web and Responsive
       Readings: NDH Ch. 8; Sakai > Resources > Online Reading > Week 12
       ASSIGNMENT: Special-section write-up & sketch; due Nov. 21
Nov. 16 – SKILL CHALLENGE 5: Redesign I – Please bring in a broadsheet of your choosing including all of the related assets to class and have the contents downloaded onto a Mac in the classroom.
Nov. 18 – SKILL CHALLENGE 6: Redesign II

Week 13: Portfolio Drafts
Nov. 21 – **DUE: Special-section write-up & sketch**
Nov. 23 – NO CLASS: THANKSGIVING
Nov. 25 – NO CLASS: THANKSGIVING

Week 14: Portfolio Drafts
Nov. 28 – Portfolio Project Draft 1
Nov. 30 – Portfolio Project Draft 2
Dec. 2 – Portfolio Project Draft 3

Week 15: Portfolio Project
Dec. 5 – Portfolio Project Draft 4
Dec. 7 – Portfolio Project Draft 5
Dec. 9 – **DUE: Final Project**

Final Exam: Dec 12, 1-3 p.m.

ASSIGNMENT – DATES AND DETAILS (Subject to change):

Sept. 2 – Newspaper Critique: 10 points
Today each student should bring in a hard copy single section front of a **broadsheet** 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?

Sept. 9 – 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.

Sept. 23 – 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.

Sept. 23 – 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.
- **Additional Guidelines:** Turn in a hard copy, business style memo, Times News Roman, 12 pt., and upload to Sakai.

Sept. 23 – Newspaper Style Sheet: 30 points
On an 8.5X11 InDesign document, design the basic elements you will use regularly on your pages. You should use my practice version on Sakai as a guide. This DOES NOT mean that there won't be elements you will need to design in the future, but 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 also need to tweak certain items as you work though future layouts, but the goal is to make these tough decisions now so that you can work purely on layouts for upcoming pages.
- **Additional Guidelines:** Turn in a full color hard copy AND upload a pdf to the Sakai assignment.

Sept. 28 & 30 – 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)
- At least 4 visual elements
- A minimum of three stories
- A refer package or index

Oct. 5 & 7 – Features Page: 100 points
For your second page design you will design a features page. See Sakai.

Oct. 14 – How'd they do that?: 20 points
Peruse the layouts on Pinterest and find an InDesign or Photoshop technique that you would like to learn how to do and post your question, and a link to the layout on the Forum on Sakai.

Oct. 19 & 21 – 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 Fall 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 for examples.

Oct. 26 & 28 – Tabloid Design (9.75 in. X 11.25 in): 100 points
This layout is a "sister" product to your broadsheet, similar to how RedEye is a product of the Chicago Tribune, but it has its own audience and visual personality. Consequently, you need to name this section, design a flag, and describe its mission and audience similar to what you did earlier in the semester. You will hand this information in along with the text of the story you are designing for. *The type of section and details for this assignment will be on Sakai.*

Nov. 2 & 4 – 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.

Nov. 9 and 11 – Layout Analysis: 100 points
For this project each student will have to select a **weekday and Sunday** layout from either Newseum.org front pages or the slide show from newspagedesigner.org. Layout must be published within 30 days of the due date of this assignment. It must be a U.S. broadsheet. This assignment has both a written and verbal component.
■ WRITTEN: Answer the questions below in APA style; 3-4 pages, not including, title page and references.
1 Identify name, audience and historical background of publication
2 Research story/stories being designed. Does the layout accurately reflect the story? Explain. Detail headlines and photo selection.
3 What techniques, lessons from the text are present in the design?
4 Please supply a full-color copy of the layouts on an 8.5 X 11 sheet of paper.
5 How was the story/stories visually presented on the online version?
■ VERBAL: A 4-5 minute InDesign presentation addressing the topics above.
■ **Additional Guidelines:** Upload to Sakai your InDesign presentation as a pdf and the essay, and turn in a hard copy of each including color copies of the layouts.

Nov. 21 – Special Section Write-up & Sketch: 100 points
Complete a 2-3 page write up detailing how you would approach a 6-page special section on the provided topic. Also, provide sketches of each page. You may provide the actual sketches, or electronic scans/jpgs. See Sakai for details as the due date gets closer.

Nov./Dec. – Portfolio Project: points and details TBD
You will have several weeks to work on your portfolio. Details will come when it has been assigned. You should use the package plan on p. 189 of the text to help guide your layout plans.

Dec. 11 – Final Exam, 9-11 a.m.: See Sakai for instructions.