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 2:30-4:30 p.m.

COURSE DESCRIPTION

This course is designed to teach the fundamentals 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 to 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) – Students should bring textbook to every class meeting.
■ 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 must 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

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/Skill Challenges: (30%)   Essay Analysis: (15%)   Midterm/Final: (15%)
Drafts/Critiques & In-class exercises: (10%)   Final portfolio: (30%)

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 the **Adobe Creative Cloud 2014** for this course. If you have your own computer or subscription, please **CHECK THE VERSION.** Save InDesign files idml for universal use.

6.) The university has also supplied you with a Creative Cloud account where you can save your work. Directions for doing this will be supplied at a later date.

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. You may also use the color printer in the digital media lab. Color prints can also be made at 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, no captions. Lack of credits where necessary will result in a **20-point deduction** on the assignment. Do not overuse credits.

16.) ALL stories must have bylines. It's up to you to understand what is meant by a "story." Assignments without bylines where necessary will receive a **20-point deduction**.

17.) Misspellings in display type will be an automatic **20-point deduction** on the assignment.

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 form 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.) Most, if not all, 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.

THE COURSE (Subject to change)

Week 1: Design basics
Jan. 19 – Introduction to course and visual design
      ASSIGNMENT: Newspaper critique; due Jan. 26
Jan. 21 – LECTURE: Anatomy and function of a newspaper
Readings: NDH Introduction, Ch. 1: Headline and caption writing handout (see Sakai)

Week 2: Sketching; Story Design; Introduction to InDesign
Jan. 26 – DUE: Newspaper critique; EXERCISE: Sketching/dummy pages
   Readings: NDH Introduction, Ch. 2

Jan. 28 – LECTURES: Parts: flag; Parts: Teaser; Parts: Body copy; Parts: Photo
   Introduction to InDesign/File management
   <u>**NOTE: Today you must inform me of which newspaper you will do your layout analysis**</u>
   ASSIGNMENT: Layout Analysis; due on Mar. 22 & Mar. 24
   Readings: NDH Ch. 3

Week 3: Building packages; A-1 Design
Feb. 2 – LECTURE: Working with Style Sheets and Demographics; InDesign tips and tricks;
   SK1: Basic Package
   ASSIGNMENTS: Newspaper demographics, & Style Sheet, due Feb. 11
   Readings: NDH Ch. 4
Feb. 4 – **ASSIGNMENT: Building a practice A-1 page, pdf due Feb. 9**
   Practice page continued
   Readings: NDH Ch. 5

Week 4: Demographics; Style Sheets; Introduction to Photoshop
Feb. 9 – DUE: Practice A-1 pdf – upload to Sakai;
   ASSIGNMENT: Design A-1 page; draft due Feb. 16; final presentations due Feb. 18
Feb.11 – DUE: Demographics and Style sheet; LECTURE: Introduction to Photoshop

Week 5: Photoshop; A-1 Page Design
Feb. 16 – DUE: A-1 Drafts; Work on A-1 page
Feb. 18 – DUE: A-1 presentations; LECTURE: Introduction to Photoshop
   ASSIGNMENT: Feature page; draft due Feb. 17; final presentations due Feb. 19

Week 6: Feature design
Feb. 23 –DUE: Feature drafts/critiques
Feb. 25 – DUE: Feature presentations; LECTURE: Photoshop filters and more
   ASSIGNMENT: Photo Essay; draft due Mar. 15; final presentations due Mar. 17

Week 7: Skill Challenges (SK); Midterm
Mar. 1 – SK2: By the Numbers with Quote
   Readings: NDH Ch. 6-7
Mar. 3 – Midterm

Week 8: SPRING BREAK
Mar. 8 – 10: NO CLASS

Week 9: Photo essay
Mar. 15 – DUE: Photo essay drafts/critiques
   Readings: NDH Ch. 8
Mar. 17 – DUE: Photo essay presentations
   ASSIGNMENT: Sports design; draft due Mar. 29; presentation due Mar. 31

Week 10: Layout Analyses
Mar. 22 – Layout Analysis presentations Group A
Mar. 24 – Layout Analysis presentations Group B
   LECTURE: Working with maps and tabloids

Week 11: Sports design
Mar. 29 – DUE: Sports drafts/critiques
Mar. 31 – DUE: Sports page presentations
          ASSIGNMENT: Portfolio project detailed

Week 12: Skill Challenges
Apr. 5 – SK 3: Tabloid
Apr. 7 – SK 4: Map

Week 13: Portfolio work
Apr. 12 – Portfolio draft 1
Apr. 14 – Portfolio draft 2

Week 14: Turkey Week
Apr. 19 – Portfolio draft 3
Apr. 21 – Portfolio draft 4

Week 15: Portfolio work
Apr. 26 – Portfolio draft 5
Apr. 28 – DUE: Portfolio Presentations

Final Exam: Saturday, May 7, 4:15 p.m.

ASSIGNMENT – DATES AND DETAILS (Subject to change)

Jan. 26 – Newspaper Critique: 10 points: Grade _____
Today each student should bring in a hard copy single section of a **broadsheet or tabloid** newspaper and
discuss the design based on the readings for that day. These will be verbal presentations.
        ■ 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?

Feb. 9 – Practice A-1: 25 points: Grade _____
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**, check that the format is '**pdf for print'** and save to your flash drive, then upload it.

Feb. 11 – Newspaper Demographics: 50 points: Grade _____
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 and the names/types of at least 5-7 sections, including those already
specified for assignments on the syllabus; **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.** design philosophy of your paper in 200 words or less.
■ **Additional Guidelines:** Turn in a hard copy, business style memo, Times News Roman, 12 pt., and
upload to Sakai.

Feb. 11 – Newspaper Style Sheet: 50 points: Grade _____
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 hard copy AND upload a pdf to the Sakai assignment.

Feb. 18 – A-1 Page: 100 points: Grade _____
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 mission and 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

Feb. 25 – Features Page: 100 points: Grade _____
Details TBD.

Mar. 3 – Mid-term: TBD points: Grade _____
Details TBD.

Mar. 17 – Photo Essay: 100 points: Grade _____
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 for examples.

Mar. 22-24 – Layout Analysis: 100 points: Grade _____
For this project each student will have to select 3-5 A-1 page layouts from Newseum.org front pages (30 days). It must be a U.S., NON-ILLINOIS broadsheet. Remember to save the pages once you select them. This assignment has both a written and verbal component.

*NOTE: 1.) Students who are absent on a day they do not present will see a **10% deduction**. A presenter cannot be effective without an audience. 2.) Students who interview a designer or editor from their publication will do better than those who rely solely on electronic resources for their analysis.*

■ WRITTEN: Answer the questions below in APA style. Your paper should be 3-5 pages in length, including the title and reference pages.
    Identify name, audience and historical background of publication.
    Research story/stories being designed. Does the layout accurately reflect them? Explain.
    What techniques, lessons from the text are present in the design?
    Please supply full-color copy of the layouts on an 8.5 X 11 paper.
    How was the story/stories visually presented on the online version?
■ VERBAL: A 6-8 minute InDesign presentation addressing the topics above. Not adhering to the time requirement will be an automatic 10% deduction from your overall grade for this assignment. Students will be put into two groups over each day so everyone has enough time to present.
■ **Additional Guidelines:** Upload to Sakai your essay. For fairness, ALL students must turn in the hard copy of their essay and submit to Sakai by March 22.

April 28 – Portfolio Project: TBD points: Grade _____
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.

SKILL CHALLENGES: Are worth 10 points. SKs may only be completed in class and are due at the end of class.