



News Design

The value of print communication in the digital age

UNC-Chapel Hill | JOMC 482

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welcome to fall 2014 semester!

Whether creating a printed news page, an online special report, a printed feature page or an entire Web presence, consistent, clear and creative design is central to a news communicator's success. News Design takes an in-depth look at the techniques and tools used for producing well-designed news pages.

This is a project-driven class. We will be creating several projects that will give you a better understanding of some of the roles a designer plays in creating printed news pages or online presences. Solid knowledge of design basics is key to your success, so this class will start from there. As we move along, you will develop four projects, a style guide and proficiency in Adobe InDesign CS6.

The goals of this class, therefore, are to familiarize you with basic design concepts and to help you gain expertise with how to best use those concepts in print and online. In addition, this class will provide you with the skills to recognize the virtues and flaws of everyday journalistic layouts.

the essentials

- **Class time and location:** Tuesdays and Thursdays, 5-6:50 p.m., 59 Carroll Hall
- **Instructor:** Associate Professor Laura Ruel, Carroll 78, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays, 1:30-3 p.m. and by appointment



required purchases

- **Textbooks**
 - The Newspaper Designer's Handbook (7th edition) by Tim Harrower.
 - The Designer's Web Handbook by Patrick McNeil
- **Recommended items**
 - USB memory stick (1G minimum) or portable hard drive to save your work. Please be aware that you are responsible for backing up your own work.

Sketchbook for tracking ideas, storyboarding class projects and brainstorming.

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