

2013 FALL SEMESTER
59 Carroll Hall
Tuesdays and Thursdays
5 - 6:50 p.m.

Grayson Mendenhall Lecturer
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Office Hours
By appointment

JOMC482.1

Newspaper Design



For a story in a newspaper to catch the reader's attention, it is not only necessary that it is written well. It is also essential that the visual presentation - the way the story is structured in the layout and combined with graphic elements - is at the same time appealing and readable.

In JOMC482 we will take an in-depth look at the techniques and tools used for producing well-designed newspaper pages. We will be creating several projects that will give you a better understanding of this field.

Description and policies

Course description

In **Newspaper Design** you will learn to use the principles of page design for daily and weekly news publications.

During this class you will learn techniques for **Adobe InDesign CS6**, one of the leading programs in the desktop publishing field. You will master this software by completing class exercises and projects. Attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you miss class, it is your responsibility to make up the work.

I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this University demands.

Attendance Policy

Each student will be allowed one unexcused absence. Additional unexcused absences will result in a 2% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade.

In addition, every five late arrivals will result in a 2% reduction in your final grade.



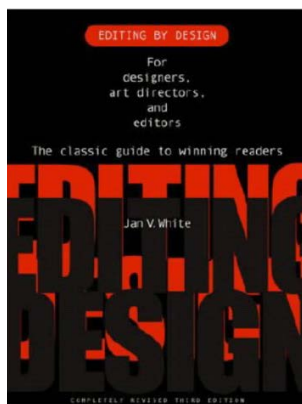
Required reading

The Newspaper Designer's Handbook (7th edition)
Tim Harrower - McGraw Hill

The News & Observer
Subscribe in the Pit or look at the E-edition online.

Recommended reading

Editing by Design
Jan V. White - Allworth Press (2003)



Items to purchase

USB stick
You will need a USB stick (1G minimum) to back up your files. Please remember that you are responsible for backing up your work. No deadline can be missed due to loss of data.

Sketchbook
All of your projects will be sketched before you start working on the computer.

Assignments and grading

Grading

This is a project-oriented course. Therefore, the grading will be mostly based on **three In-class/Take-home projects** (inside newspaper page, front page newspaper design, feature page design) and one **Final project** (newspaper redesign).

Components

	Value
Quizzes	50
Project 1: Inside Page Design	200
Project 2: Front Page Design	200
Project 3: Feature Page Design	200
Final Project: Newspaper Redesign	350
Total	1000

Scale

Points	Grade
930-1,000	A
900-929	A-
885-899	B+
830-884	B
800-829	B-
785-799	C+
730-784	C
700-729	C-
685-699	D+
630-684	D
600-629	D-
599 and below	F

Notes

Please be aware that I reserve the right to raise grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

The main goal of this course is that you create a basic newspaper design portfolio, as well as to provide the skills for recognizing the virtues and flaws of everyday journalistic layouts.

Classroom courtesy

Cell phones must be turned off during class and your monitors dark while I am lecturing or reviewing assignments.

Assignments and grading

Grading criteria: In-lab exercises and projects

In-class exercises will cover the reading assignments, lectures and demonstrations pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have more traditional quizzes (some unannounced) on reading assignments throughout the semester. If you keep up with the reading assignments, including reading *The News & Observer* everyday, the quizzes will be easy to complete.

These quizzes and exercises are intended to give you a better understanding of the software and design principles in order to prepare you for the **four main projects**.

Be prepared to work on projects outside of class. You will have time during class for hands-on work, but generally this will not be enough. Computer labs can be used outside of class hours, and you are welcome to use your laptop. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. And remember, I will be available to help you.

These are the main general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Overall spatial organization, structure of the elements on the page
3. Informative use of color or grays
4. Thoughtful choice of type
5. Aesthetic design choices in general
6. Creativity

Detailed guidelines and specific grading criteria for the projects will be provided in class.

Course calendar

		<i>Discussion</i>	<i>Practice</i>
August	Tuesday 20	Introduction to the course, orientation to the lab, setting goals, complete student survey	
	Thursday 22	Reading before class: Harrower Intro and Chapter 1 Lecture: Introduction to newspaper design Newspaper terms.	In-lab exercise: InDesign
	Tuesday 27	Lecture: Introduction to newspaper design (continued)	
	Thursday 29	Lecture: Newspaper fundamentals The four fundamentals: Headlines, text, photos, cutlines	In-lab exercise: InDesign
September	Tuesday 3	Lecture: Typography	In-lab exercise: InDesign
	Thursday 5	Reading before class: Harrower Chapter 2 Lecture: Story Design 1	In-lab exercise: InDesign
	Tuesday 10	Lecture: Story Design 2	In-lab exercise: InDesign
	Thursday 12	Reading before class: Harrower Chapters 3-4 Lecture: Page Design	In-lab exercise: InDesign
	Tuesday 17	Reading before class: Harrower Chapters 5-6 Lecture: Alternative Story Forms Discussion: First Project Introduction	First Project Inside Layout
	Thursday 19	---	First Project Inside Layout
	Tuesday 24	---	First Project Inside Layout DUE at end of class: First Project
	Thursday 26	Review: First project Lecture: Front Pages Discussion: Second Project Introduction	Second Project Front Page Design
October	Tuesday 1	Return first projects ---	Second Project Front Page Design
	Thursday 3	---	Second Project Front Page Design
	Tuesday 8	---	Second Project Front Page Design

Course calendar

		<i>Discussion</i>	<i>Practice</i>
	Thursday 10	---	
	Tuesday 15	---	DUE at end of class: Second Project
	Thursday 17	NO CLASS: SPRING BREAK	---
	Tuesday 19		
	Thursday 21	Review: Second Project Reading before class: Harrower Chapter 7, Special Effects	
	Tuesday 26	Lecture: Feature Page Design Discussion: Third Project Introduction	Third Project: Feature Page Design
	Thursday 28	---	Third Project: Feature Page Design
	Tuesday 2	---	Third Project: Feature Page Design
	Thursday 4	---	DUE at end of class: Third Project
November	Tuesday 9	Reading: Harrower Chapter 8, Redesigning Lecture: The redesign process/style guides Guest speaker: Teresa Kriegsman, The N&O Discussion: Final Project Introduction	Final Project: Redesign the News and Observer
	Thursday 11	Review: Third Project	Final Project: Redesign the News and Observer
	Tuesday 16	---	Final Project: Redesign the News and Observer
	Thursday 18	---	Final Project: Redesign the News and Observer
	Tuesday 23	---	Final Project: Redesign the News and Observer
	Thursday 25	---	Final Project: Redesign the News and Observer
	Tuesday 30	Discussion: Final project presentations to Teresa	DUE at BEGINNING of class: Final project
December	Thursday 1	Review: Final Projects	