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**Description and policies**

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**2014 SPRING SEMESTER**

59 Carroll Hall

Mondays and Wednesdays

5 -6:50 p.m.

Teresa Kriegsman, Adjunct Lecturer  
teresak@email.unc.edu

Office Hours

Mondays and Wednesdays

6:50 - 7:30 p.m. and by appointment

*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**. 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

*Items to purchase***USB stick (required)**

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 (optional)**

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.

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## Assignments and grading

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### *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 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, 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.

### *Out of class exercises*

I will be happy to review out of class exercises during office hours or by appointment if you are interested. However, it is very important for you to remember that **these exercises will not be considered** in your final grade.

## Course calendar

		<i>Discussion</i>	<i>Practice</i>
<i>January</i>	Wednesday 8	<b>Introduction</b>	
	Monday 13	<i>Reading before class:</i> <b>Harrower Intro and Chapter 1</b> <i>Lecture:</i> <b>Introduction to newspaper design</b> Newspaper terms	
	Wednesday 15	<i>Lecture:</i> <b>Newspaper fundamentals</b> The four fundamentals: Headlines, text, photos, cutlines	In-lab exercise: InDesign
	Monday 20	<i>NO CLASS: SCHOOL HOLIDAY</i>	
	Wednesday 22	<i>Lecture:</i> <b>Typography</b>	In-lab exercise: InDesign
	Monday 27	<i>Reading before class:</i> <b>Harrower Chapter 2</b> <i>Lecture:</i> <b>Story Design 1</b>	In-lab exercise: InDesign
	Wednesday 29	<i>Lecture:</i> <b>Story Design 2</b>	In-lab exercise: InDesign
<i>February</i>	Monday 3	<i>Reading before class:</i> <b>Harrower Chapters 3-4</b> <i>Lecture:</i> <b>Page Design</b>	In-lab exercise: InDesign
	Wednesday 5	<i>Reading before class:</i> <b>Harrower Chapters 5-6</b> <i>Lecture:</i> <b>Alternative Story Forms</b> <i>Discussion:</i> <b>First Project Introduction</b>	<b>First Project:</b> Inside Layout
	Monday 10	---	<b>First Project:</b> Inside Layout
	Wednesday 12	---	<b>DUE at end of class:</b> First Project
	Monday 17	<i>Lecture:</i> <b>Front Pages</b> <i>Discussion:</i> <b>Second Project Introduction</b>	<b>Second Project:</b> Front Page Design
	Wednesday 19	<i>Review:</i> <b>First Project</b>	<b>Second Project:</b> Front Page Design
	Monday 24	---	<b>Second Project:</b> Front Page Design
	Wednesday 26	---	<b>Second Project:</b> Front Page Design

## Course calendar

		<i>Discussion</i>	<i>Practice</i>
<i>March</i>	Monday 3	---	<b>DUE at end of class:</b> Second Project
	Wednesday 5	<i>Reading before class:</i> <b>Harrower Chapter 7, Special Effects</b> <i>Lecture:</i> Feature Page Design <i>Discussion:</i> <b>Third Project Introduction</b>	---
	Monday 10	<b>NO CLASS: SPRING BREAK</b>	---
	Wednesday 12	<b>NO CLASS: SPRING BREAK</b>	---
	Monday 17	<i>Review:</i> Second Project	Third Project: Feature Page Design
	Wednesday 19	---	Third Project: Feature Page Design
	Monday 24	---	Third Project: Feature Page Design
	Wednesday 26	---	<b>DUE at end of class:</b> Third Project
	Monday 31	<i>Reading:</i> <b>Harrower Chapter 8, Redesigning</b> <i>Lecture:</i> <b>The redesign process/style guides</b> <i>Discussion:</i> <b>Final Project Introduction</b>	Final Project: Redesign The News & Observer
<i>April</i>	Wednesday 2	---	Final Project: Redesign The News & Observer
	Monday 7	<i>Review:</i> Third Project	Final Project: Redesign The News & Observer
	Wednesday 9	---	Final Project: Redesign The News & Observer
	Monday 14	---	Final Project: Redesign the News and Observer
	Wednesday 16	---	Final Project: Redesign the News and Observer
	Monday 21	<i>Discussion:</i> <b>Final project presentations</b>	<b>DUE at BEGINNING of class:</b> Final project
	Wednesday 23	<i>Discussion:</i> <b>Final project presentations</b>	