Loyola University Chicago
Fall 2014
COMM 263- 201 Technology For Journalists, Room 002
MWF 10:25 a.m. – 11:15 a.m.

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:** Wednesday 4-6; Thursday 2-4

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) – Students should bring text book to every class meeting.
■ 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 $10 on printing and materials
■ Subscription to a print and digital version of a major U.S. daily
Required on-line references: http://newspagedesigner.org; snd.org; newseum.org

GRADING: It is YOUR responsibility to keep track of your grades. While I will post most grades to Sakai, your draft and critique scores may not be available.

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%)   Layout Analysis: (20%)   Quiz/Exam: (10%)
Final portfolio: (30%)   Professionalism**/Drafts/Critiques: (10%)

Plagiarism Statement: Please see attached document.

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 projects require 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 page layouts must be printed in full size and full color, AND posted as a PDF to Sakai. Assignments not posted or improperly posted or printed will **lose 5 points**.

5.) We are using the Adobe Creative Cloud for this course. If you have your own computer or subscription, please **DO NOT USE Creative Cloud 2014** – use the OLDER VERSION!!!

6.) DRAFT/CRITQUES are pass/fail and worth 10 points. These may be conducted in either written or oral among the class. **To pass the draft 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.

7.) 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. I will make note of any of these issues and adjust this grade accordingly.

8.) ALL images and stories you use should be saved onto your images folder on the CC **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.

9.) 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.

10.) Readings should be completed on the day they are listed.

11.) 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 you 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.

12.) 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.

13.) ALL images must be 200 dpi (a .5 stroke is recommended – must be consistent).

14.) 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% deduction** on the assignment. Do not overuse credits. Follow these instructions.

15.) 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 **30% deduction** on the assignment.

16.) Misspellings in display type will be an automatic **30-point deduction** on the assignment.

17.) **Plagiarism** can occur in a design course like this one. Designs are copyrighted material. You must balance being inspired by others' work, but not use their work wholesale.

18.) While design is subjective your assignments will be graded on the following: application of techniques and lessons from the text and course lecture; use of the software and technologies to execute designs, spelling, grammar and punctuation; news judgment; understanding of audience; explanation of design and process in presentation; proper printing and uploading of assignment.

19.) This course is only 50 minutes long, so it is imperative that you are not only on time, but that you are logged in and the appropriate files and programs are open at the start of class.

20.) 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.

21.) 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.

22.) Many 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 journalism course and current events may necessitate a change in due dates or assignment details.

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

Week 1: Introductions; Review; Beats
Aug. 25 – LECTURE: Introduction to course
     ASSIGNMENT: Newspaper critique; due Aug. 29
Aug. 27 – LECTURE: Anatomy of a newspaper
     Readings: NDH Introduction, Ch. 1, Appendix pp. 235-237, Glossary
Aug. 29 – **DUE: Newspaper critiques**

Week 2: Design Theories; InDesign
Sept. 1 – Typography
Sept. 3 – Color and Scale
Sept. 5 – EXERCISE: Sketching; Introduction to InDesign
     Readings: NDH Ch. 2 and Ch. 5, Appendix pp. 238-240; Handout (Heads, Cuts & Style)

Week 3: Layouts; Design Practice
Sept. 8 – CC file management; LECTURE: Parts: Body Copy, Parts: Photo
Sept. 10 – EXERCISE: Four basic elements
     ASSIGNMENT: Essay Analysis; due Nov. 3 and 5: Topic due Sept. 29
Sept. 12 – QUIZ: Page anatomy; EXERCISE: Photo Cropping & Cutline Styles
     ASSIGNMENTS: Newspaper demographics, & Style Sheet, due Sept. 22

Week 4: Building a broadsheet
Sept. 15 – **ASSIGNMENT: A-1 Practice Page, pdf only due Sept. 19**
     Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247
Sept. 17 – A-1 Practice Page continued
Sept. 19 – **DUE: A-1 practice page**; LECTURE: Page One: A Case Study
     ASSIGNMENT: Design A-1 page; draft due Sept. 24; final due Sept. 26

Week 5: A-1 Design
Sept. 22 – **DUE: Newspaper demographics, & Style Sheet;** EXERCISE: Work on A-1
Sept. 24 – **DUE: A-1 drafts/critiques**
Sept. 26 – **DUE: A-1 presentations**
     ASSIGNMENT: Feature layout; draft due Oct. 1; final due Oct. 3

Week 6: Photoshop
Sept. 29 – Introduction to Photoshop
     DUE: Design Analysis Topic
Oct. 1 – **DUE: Features drafts/critiques**
Oct. 3 – **DUE: Features presentations**
     ASSIGNMENT: Photo Essay; sketch/images due Oct. 10; draft Oct. 15; final due Oct. 17

Week 7: Photo Essay
Oct. 6(7) – NO CLASS: FALL BREAK
     Readings: NDH Ch. 6-7
Oct. 8 – InDesign/Photoshop tips and tricks
Oct. 10 – **DUE: Photo Essay images and sketch**

Week 8: Mid-term; Photo Essay
Oct. 13 – Mid-term Exam
Oct. 15 – **DUE: Photo Essay drafts/critiques**

Oct. 17 – **DUE: Photo Essay presentations**
      ASSIGNMENT: Tabloid layout, draft due Oct. 22; final due Oct. 24

Week 9: Tabloid Design
Oct. 20 – EXERCISE: Create a small ALT
Oct. 22 – **DUE: Tabloid drafts/critiques**
Oct. 24 – **DUE: Tabloid Essay presentation**
      ASSIGNMENT: Politics layout, draft due Oct. 29, final due Oct. 31
      Readings: NDH Ch. 8

Week 10: Politics and Journalism
Oct. 27 – EXERCISE: Redesign
Oct. 29 – **DUE: Politics drafts/critiques**
Oct. 31 – **DUE: Politics presentation: *****Last chance to download a Sunday paper for design analysis***
      ASSIGNMENT: Portfolio project detailed – page plans due Nov. 7

Week 11: Design Analysis; Final Project
Nov. 3 – *DUE: Design Analysis Group 1*
Nov. 5 – *DUE: Design Analysis Group* 2
Nov. 7 – **DUE: Portfolio project page plans**

Week 12: Interactive Design
Nov. 10 – LECTURE: Web site design
Nov. 12 – LECTURE: Responsive design (Tribune, Boston Globe, Time)
Nov. 14 – LECTURE: Design: Next steps

Week 13: Introductions; Review; Beats
Nov. 17 – Portfolio Project Draft 1
Nov. 19 – Portfolio Project Draft 2
Nov. 21 – Portfolio Project Draft 3

Week 14: Introductions; Review; Beats
Nov. 24 – Portfolio Work
Nov. 26-28 – THANKSGIVING BREAK

Week 15: Introductions; Review; Beats
Dec. 1 – Portfolio Project Draft 4
Dec. 3 – Portfolio Project Draft 5
Dec. 5 – **DUE: Final Project**

Final Exam: Dec. 8, 9-11 a.m.

ASSIGNMENT – DATES AND DETAILS (Subject to change): Specific details for some assignments will come later, be announced in class and available on Sakai. In-class exercises and quiz are not listed here.

Aug. 19 – 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. 19 – 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**, check that the format is '**pdf for print'** and save, then upload it.

Sept. 22 – 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. 22 – Newspaper Style Sheet: 40 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 hard copy AND upload a pdf to the Sakai assignment.

Sept. 24 & 26 – 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. 1 & 3 – Features Page: 100 points
For your second page design you will design a features page. Topic and details **To Be Announced.**

Oct. 10, 15 & 17 – 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. 10 – THE SKETCH: 60 points**

You should make two copies of the broadsheet dummy on page 40 of the text for your sketches. On this date you should have the following at the start of class:

1. Each image you will use in the layout should be named and in a folder the CC. The captions should be typed out on the info section of the photograph in Photoshop.

2. The dummy spread, which you should properly adhere together. This spread should have the slugs of the images and headlines. (Please put your name and name of your paper on the back of the sketch).

Oct. 13 – Mid-term

Oct. 22 & 24 – 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 come later.

Oct. 29 and 31 – Politics Section: 100 points

The gubernatorial race in Illinois will come to a close on Nov. 4 and this design will provide you the opportunity to do a single topic, cover design using all of the techniques we have learned thus far in addition to working with graphics and numerical information. Specifics will come later.

Nov. 3 and 5 – Design Analysis: 100 points

This project has both a written and verbal component. For this assignment you must pick from **newseum.org** a **daily (non-Illinois) American broadsheet or tabloid** and write a **3 - 4 page** analysis of the design/layout of the product. Your analysis should include a **brief** history of the newspaper and your opinion of the quality of the print design and a **brief** comparison of the **print version vs. the online version**, keeping in mind the newspaper's audience and mission, which you should be able to locate through your research. You will need to analyze the paper over the course of **5 days, including a Sunday** edition. These do not have to be consecutive days. Please SAVE THE PDF of EACH DAY. Half the class will present on day one and the other half on day 2. **No analysis will be accepted without the presentation**. Students who are absent on a day the do not present will see a **10% deduction** on their analysis and presentation. A presenter cannot be effective without an audience. You need:

■ A title page ■ A reference page in APA style

■ An InDesign-based presentation for oral portion (**4-5 minutes**): you will be timed.

■ An interview with a designer/design leader at the organization, **OR** a hardcopy of the newspaper that you will turn in on your presentation day with your essay. If you conduct an interview, the source's name, title and contact information should be listed on your reference page.

■ pdfs or jpegs of your pages should be part of your visual presentation.

■ **Additional Guidelines:** Upload to Sakai your InDesign presentation as a pdf, Word document of your essay, double-spaced, in Times News Roman, 12 pt. with a title page and reference page, AND turn in a hard copy of the essay to me.

Apr. 25 – Portfolio Project: points TBD: Package Plan: 40 points

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. 8 – Final Exam, 9-11 a.m.: Details to come later.