Instructor: Jessica R. Brown
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Office: SOC 218   **Phone:** 312-915-7726
Office Hours: Wednesdays 10-11 a.m. & 2:30-4, Fridays 11-12; & by appointment

COURSE DESCRIPTION

This journalism 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)
- 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 can also subscribe to the New York Times – you can get a FREE subscription here: http://libraries.luc.edu/nytimes
- New rules for using Adobe

Required on-line references: http://newspagedesigner.org; snd.org; newseum.org;
Follow me on Pinterest: Jessica Brown: https://www.pinterest.com/designteach_LUC

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: (30%)   Skill Challenges/Exam: (20%)
Final Project: (40%)   Professionalism/Drafts/Critiques: (10%)

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!!!

STUDENT ACCESSIBILITY CENTER (SAC): If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the SAC as soon as possible. Formal arrangements must be made through the office before course adjustments can be made. Additional information about the services available at Loyola, including eligibility for services, is on the SAC website: https://luc.edu/sac/sacstudents/.

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

TURNING IN YOUR PROJECTS: All layouts must be printed in full color on 11X17 (tabloid) paper. You may use the printer (002 – scale to fit) in the classroom or those in the Digital Media Labs (Water Tower: Corboy 608; Lake Shore (IC 2nd floor). If the classroom printer is out of paper contact Michelle Bukowski on the 2nd floor of the SoC. For technical issues call IT Helpdesk at X4-4444.

1. Print layouts; upload assets & idml in a zip; paste URL of at least 1 pin that inspired you
2. Students who are absent on due dates can receive no higher than a 5 on their presentation score
3. All written assignments must be in Times, 12 pt.
4. InDesign broadsheets parameters: 72p X 120p, 1p margins, 6-column grid
5. Photographs must be 200 dpi
6. Photos without credits can receive no higher than a 5 on their photograph score
7. Missing bylines and missing credits will result in no higher than a 5 on the news judgment score.
8. Photos used in teasers, mug shots or refers DO NOT need credits
9. Misspellings in display type can receive no higher than a 5 on the writing score

CLASSROOM STRUCTURE & ETIQUETTE:
1. This course uses Adobe Creative Cloud 2019 for which there are new rules for logging in
2. Students should create an Adobe account and use the Cloud for saving work
3. Students are expected to work on projects in class, preferably on the classroom computers for easy viewing
4. Students are required to use Pinterest to follow instructor and save examples
5. Use of technology for non-course related work is prohibited. Violations will be marked on the Professionalism & Participation grade
6. On work days students should immediately log in and launch appropriate programs
7. Class time should be devoted to design, not locating content for the design
8. Students are expected to save all assets for every page design and submit them in a Zip drive, including a .idml version of the InDesign layout. Photoshop files should be saved as .jpgs

READINGS & ASSIGNMENTS: All readings and assignments are due the day they are listed. All assignments must be submitted to Sakai. Emails will not be accepted.

COURSE SCHEDULE (subject to change) – Assignments & additional readings are on Sakai

Week 1 – Introductions
      Readings: NDH Intro., Ch. 1, Appendix pp. 235-237, Glossary; see Sakai Week 1
Aug. 26: Course Overview
Aug. 28: Anatomy of Page
Aug. 30: No In-class meeting (faculty retreat)
      ASSIGNMENT: 10 Pins – due Sept. 5

Week 2 – Branding with Design
      Readings, see Sakai > Resources Week 2
Sept. 2: Labor Day, No Class
Sept. 4: Newspaper critique w/ tear sheets
      DUE: 10 Pins
Sept. 6: Creating an identity
      ASSIGNMENT: Newspaper demographics due Sept. 20
      DUE – by 10 p.m. Week 2 Exam
      DUE – Proof of newspaper subscription

Week 3 – Introduction to InDesign & Page Design
      WATCH: InDesign 1; InDesign 2; InDesign 3
Sept. 9: InDesign overview & Asset Management
Sept. 11: Skill Challenge: Four Basic Elements
Sept. 13: No In-class meeting
      ASSIGNMENT – Type & Color due Sept. 16

Week 4 – Sketching; Headlines & Captions
      Readings: NDH Ch. 2 & 5; Sakai > Resources > Week 5
Sept. 16: Exercise: Sketching, Story & Page planning
      DUE – Type & Color
Sept. 18: Skill Challenge: Headline & Caption Writing
Sept. 20: LECTURE: Parts: Flag, Teaser, Body Copy, Photo; Building an A-1 Page
      DUE: Newspaper demographics
      ASSIGNMENT: A1 Page (draft due Sept. 25, final due Sept. 27)

** At this point in the semester we pick up speed in our page design. If you find that you need more practice with using InDesign, it is HIGHLY recommended that you complete the "A1-Practice Page" exercise located in the Additional Week 4 Readings on Sakai.**

Week 5 – A1 Design
      Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247
Sept. 23: A1 Design Work (have sketches and assets available in class)
Sept. 25: **DUE: A1 Page draft & critiques**
Sept. 27: **DUE – A1 Page final**
      ASSIGNMENT: Newspaper style sheet due Oct. 2
      ASSIGNMENT: Features Design (draft due Oct. 9; final due Oct. 11)

Week 6 – Photoshop; Features Design
       <u>Readings, see Sakai Week 6</u>
Sept. 30: Introduction to Photoshop
Oct. 2: Skill Challenge: Photo cropping
       DUE: Newspaper style sheet
Oct. 4: Skill Challenge: Cutout & Layout

Week 7 – Features Design
Oct. 7: No Class, Fall Break
Oct. 9: **DUE – Features Drafts & Critiques**
Oct. 11: **DUE – Final Features Design**
       ASSIGNMENT: Flag & Section Header Designs due Oct. 16

Week 8 – Tabloids & Typography
       <u>Readings: NDH Ch. 6-7</u>
Oct. 14: Typography as art
       ASSIGNMENT: Tabloid (Compact) design (drafts due Oct. 18, final due Oct. 23)
Oct. 16: Tabloid (Compact) design work
       DUE: Flag & Section Header Designs
Oct. 18: **DUE: Tabloid design draft**

Week 9 – Alternative Story Forms & Sports Design
       <u>Readings: see Sakai Week 9</u>
Oct. 21: Working with small graphics and ASFs
Oct. 23: **DUE: Tabloid design final**
       ASSIGNMENT: Sports Design (draft due Nov. 1; final due Nov. 4)
Oct. 25: Illustrator practice – designing graphics

Week 10 – Tabloid/Compact Design
       <u>Readings, see Sakai Week 10</u>
Oct. 28: Skill Challenge: Infographic
Oct. 30: Skill Challenge: Full Page Layout
Nov. 1: **DUE: Sports Design draft**

Week 11 – Inside & Multi-page design
       <u>Readings, see Sakai Week 11</u>
Nov. 4: **DUE: Sports Design final**
       Project I: Travel Photo Essay
Nov. 6: Project Phase II – Page planning & design work
Nov. 8: Project Phase III – Design execution

Week 12 – Final Project
       <u>Readings: NDH Ch. 8</u>
Nov. 11: ASSIGNMENT: Final Project
Nov. 13: Web & Mobile Design & Adding Interactivity
Nov. 15: Skill Challenge: Redesign

Week 13 – Project Planning
        Readings, see Sakai Week 13
Nov. 18: DUE – Final Project Page Plans & Section Summary
Nov. 20: Final Project one-one-on – Group A
Nov. 22: Final Project one-on-one – Group B

Week 14 – Drafts Round IV & Final Work
        Readings, see Sakai Week 14
Nov. 25: Skill Challenge: (Class meets online) Photo Essay w/ hyperlinks
Nov. 27: No Class, Thanksgiving Break
Nov. 29: No Class, Thanksgiving Break

Week 15 – Final Project Drafts
        Readings, see Sakai Week 15
Dec. 2: Drafts round I
Dec. 4: Drafts round II
Dec. 6: Drafts round III

Dec. 9: Final exam 1-3 p.m.
        There is no final exam for this course. DUE – Final project