Instructor: Jessica R. Brown
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail; and do not expect a reply over the weekend. 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:** Wednesdays 3-5; Thursdays 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 – **ALL** projects should be saved onto your own flash or external hard drive. DO NOT use e-mail, or online-based sites like Cloud (unless you have the Adobe Creative Cloud) or lucbox 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 $5-$10 on printing
■ Students will be expected to read at least 2 newspapers regularly
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 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%)
Drafts/Critiques: (10%)   Final portfolio: (30%)

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!!!

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.

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.) If you use the Digital Media Labs on campus, please note they may have different fonts than the Macs in the SoC. It is your responsibility to know what fonts you are using, and if they are available in all labs. Basically they have our fonts; we don't have theirs.

6.) DRAFT/CRITQUES are pass/fail and worth 10 points. These may be conducted in either written or oral among the class. If you have no page to show, you can still earn 5 points with the critique. **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.

7.) ALL images and stories you use should be saved onto your external drive **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.

8.) 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.

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

10.) Color prints can be made in the classroom using **printer 002**.

11.) 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.

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

13.) ALL images must have a credit AND caption, except: mug shots, or images used in teasers or refers. Certain illustrations only need credits.

THE COURSE (Subject to change)

Week 1: Design basics
Jan. 13 – LECTURE: Introduction to course and news design
     ASSIGNMENT: Newspaper critique; due Jan. 17
Jan. 15 – LECTURE: Anatomy of a newspaper; headlines; captions; photographs; layout
     Readings: NDH Introduction, Ch. 1, Appendix pp. 235-237; Handout (Heads, Cuts & Style)
Jan. 17 – **DUE: Newspaper critiques**

Week 2: Sketching; Story Design; Introduction to InDesign
Jan. 20 – MLK, No Class.
     Readings: NDH Ch. 2, Appendix pp. 238-240
Jan. 22 – EXERCISE: Sketching; EXERCISE: Introduction to InDesign/Four basic elements
     ASSIGNMENT: Essay Analysis; due Feb. 28
Jan. 24 – File management; LECTURE: Parts: Body Copy, Parts: Photo
     QUIZ – Page anatomy

Week 3: Building packages; A-1 Design
Jan. 27 – **ASSIGNMENT: Building a practice page, pdf only, due Jan. 31**
     Readings: NDH Ch. 3-4, Appendix pp. 241-247
Jan. 29 – Practice page continued
Jan. 31 – **DUE: A-1 pdf**
     LECTURE: Parts: Flag; Parts; Teaser; Page One: Case Study; Working with Style Sheets
     ASSIGNMENTS: Newspaper demographics, & Style Sheet, due Feb. 3

Week 4: A-1 Layout
Feb. 3 – LECTURE: Page One: Case Study
     DUE: Newspaper demographics and Style Sheet
     Readings: NDH Ch. 5
     ASSIGNMENT: Design A-1 page; draft due Feb. 7; final presentations due Feb. 10
Feb. 5 – Work on A-1 layout
Feb. 7 – **DUE: A-1 draft/critiques**

Week 5: Introduction to Photoshop
Feb. 10 – **DUE: A-1 presentations**; LECTURE: Photoshop basics/ethics
     ASSIGNMENT: Feature layout; draft due Feb. 14; final presentations due Feb. 17
Feb. 12 – LECTURE: Photoshop filters and cutouts; Work on Features page
Feb. 14 – **DUE: Feature drafts/critiques;** <u>NOTE: Today you must inform me of which newspaper you will do for your analysis;</u>

Week 6: Feature Layout; Alternative Story Forms; Special Effects
Feb. 17 –LECTURE: Designing for non-readers; **DUE: Features layout**
     Readings: NDH Ch. 6-7
     ASSIGNMENT: From traditional to ALT/Special Effects, due Feb. 21
Feb. 19 – ALT Assignment continued
Feb. 21 – **DUE: ALT Assignment**;
     ASSIGNMENT: Tabloid layout, draft due Feb. 26; presentation due Feb. 28

Week 7: Tabloid Design
Feb. 24 – LECTURE: Design Tips; Tabloid work
Feb. 26 – **DUE: Tabloid drafts/critiques**
Feb. 28 – **DUE: Tabloid presentations;** LECTURE: Photography, caption writing review

Week 8: Photo Essay (Travel); Spring Break
(NOTE: For the remainder of the semester all critiques will be conducted in group form. Because of this, you will have to save your drafts as pdfs and upload to the appropriate location on Sakai)
Mar. 3-7 – **ASSIGNMENT: Photo Essay; **sketch and photos due Mar. 10; draft due Mar. 12; final presentations due Mar. 14**

Week 9: Photo Essay
Mar. 10 – DUE: Photos, Captions and Sketch. This will be your first, and only, graded sketch. The goal this time is to make the final product look as close to the sketch as possible; so your dummy pages MUST be well planned and thought out and you must be firm and confident in your decisions.
Mar. 12 – **DUE: Photo essay draft/critiques**
Mar. 14 – **DUE: Photo essay**
    ASSIGNMENT: Technology/Science layout, draft due Mar. 19, presentations due Mar. 21

Week 10: Technology or Science Layout
Mar. 17 – LECTURE: Design Tips; Technology work
Mar. 19 – **DUE: Technology or Science drafts/critiques**
Mar. 21 – **DUE: Technology or Science presentations**
    ASSIGNMENT: Portfolio project detailed – page plan due Mar. 28
    Readings: NDH Ch. 8; Glossary

Week 11: Web Design
Mar. 24 – LECTURE: Web v. Print
Mar. 26 – LECTURE: Interactive layout in InDesign
Mar. 28 – **DUE: Portfolio page plans; (**<u>ALERT</u>: Last weekend to download a Sunday page for analysis)

Week 12: Layout Analysis Presentations
Mar. 31 – Group A members
Apr. 2 – Group B members
Apr. 4 – Group C members

Week 13: Portfolio Project
Apr. 7 – Portfolio work
Apr. 9 – Portfolio draft: Part I
Apr. 11 – Portfolio draft: Part II

Week 14: Portfolio Project
Apr. 14 – Portfolio work
Apr. 16 – Portfolio draft: Part III
Apr. 18 – NO CLASS: EASTER BREAK

Week 15: Portfolio Project
Apr. 21 – NO CLASS: EASTER BREAK
Apr. 23 – Portfolio draft: Part IV
Apr. 25 – DUE: Portfolio Project; Final exam overview

Final Exam: Monday, Apr. 28, 1-3 p.m.

ASSIGNMENT – DATES AND DETAILS (Subject to change)

Jan. 17 – Newspaper Critique: 10 points: Grade _____
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 presentations.
- 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?

Jan. 31 – Practice A-1: 25 points: Grade _____
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 to your flash drive, then upload it.

Feb. 3 – Newspaper Demographics: 25 points: Grade _____
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.

Feb. 3 – Newspaper Style Sheet: 40 points: Grade _____
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.

Feb. 10 – A-1 Page: 100 points: Grade _____
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)
- A minimum of three stories
- At least 4 visual elements
- Some representation of the weather
- A refer package or index

Feb. 17 – Features Page: 100 points: Grade _____
For your second page design you will design a features page with a centerpiece on RELIGION/SPIRITUALITY and an item about VALENTINE'S DAY. Your page must also include:
- A proper section header with teaser(s)
- A photo cutout
- At least two visual elements
- A refer to online content
- A drop (initial) cap
- An art head

Feb. 21 – Alternative Story Form: 100 points: Grade _____
For this assignment you will be layering an existing Winter Olympics story for print with a graphic, logo and special effect.

Feb. 28 – Tabloid Design (9.75 in. X 11.25 in): 100 points: Grade _____
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. This design will be typography based on a social justice issue on any of the following topics:
■ Crime   ■ Environment   ■ Healthcare   ■ Business (non-technology)
■ You will also need a teaser on the page.

Mar. 10-14 – Photo Essay: 100 points: Grade _____
You will be the sole photographer and reporter for the photo essay. Whether or not you travel or stay in Chicago for Spring 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, text for examples.
■ **Mar. 10 – THE SKETCH: 60 points: Grade: _____**
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 on your external drive. The captions should be typed out on a Word document. Your headlines and any other story text should also be typed on this same document in Times New Roman 12 pt.
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).

Mar. 21 – Technology or Science Design: 100 points: Grade _____
This design will be a culmination of all of the major concepts and visual techniques we have used thus far, plus a little more. There is a lot going on with this design, so plan, sketch and research. You must have (in any combination):
■ A story on a new finding or gadget   ■ Story about women/girls
■ A "super" teaser   ■ A graphic w/ an image

Mar. 31-Apr. 4 – Layout Analysis: 100 points: Grade _____
This project has both a written and verbal component. For this assignment you must pick from **newseum.org** a daily (non-Illinois) American broadsheet and write a **2 - 3 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. You need:
■ A title page   ■ A reference page in APA style
■ An InDesign-based presentation for oral portion (5-6 minutes)
■ 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, 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: 400 points: Grade _____; Package Plan: 40 points: Grade _____
You will have several weeks to work on our portfolio. Details will come when it has been assigned. You should use the package plan on p. 189 to help guide your layout plans.

Apr. 28 – Final Exam, 1-3 p.m.: Details to come later.