

**Loyola University Chicago**  
**Fall 2015**  
**COMM 263- 201 Layout and Editing, Room 003**  
**MWF 2:45 – 3:35 p.m.**

**Instructor:** Jessica R. Brown

**E-mail:** [jbrown7@luc.edu](mailto: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:** Tues. 3-5 p.m., Fri. 4-5 p.m.

### **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 7<sup>th</sup> edition*, Tim Harrower (NDH) – Students should bring the textbook 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 non-Adobe 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](http://snd.org); [newseum.org](http://newseum.org); [newsdesigns.com](http://newsdesigns.com)

**Follow me on Pinterest:** Jessica Brown

**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/Final Exam: (30%)

Layout Analysis: (15%)

Skill Challenges (SK): (15%)

Portfolio Project: (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 assignments 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 5<sup>th</sup> day the work will no longer be accepted. **SKs cannot be made up.**
- 4.) Unless otherwise directed, all page layouts must be printed in full size and full color, AND posted as a PDF to Sakai.
- 5.) We are using **Adobe Creative Cloud 2014**. You can save InDesign files as an .indd format to use across versions. You **MUST** come to class with the ability to work on your assignments. Failure to do this will affect your professionalism grade.
- 6.) DRAFT/CRITQUES are worth 10 points. These may be either written or oral among the class. **To pass the draft you must meet all of the following criteria:** 60% or more of the 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, having designs to edit in class, 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 your external hard drive and/or the Creative Cloud **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 – NDH and online readings.

- 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. Most students do their printing in the Digital Media Lab.
- 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. Column measurements (width): **1 col. = 10p11; 2 col. = 22p8; 3 col. = 34p6; 4 col. = 46p4; 5 col. = 58p2; 6 col. = 70p.**
- 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 4-6 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. If you are still looking for content during class, this will affect your participation, as it will show a lack of preparedness on your part.
- 22.) Assignments will be posted to Sakai. Sakai trumps content on the details. Remember this is a journalism course and current events may necessitate a change in due dates or assignment details.
- 23.) ALL WRITTEN content MUST BE Times, 12 pt. double-space.

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

**Week 1: Introductions**

Aug. 24 – LECTURE: Introduction to course and design

**ASSIGNMENT: Newspaper critique; due Aug. 28**

Aug. 26 – LECTURE: Anatomy of a newspaper

*Readings: NDH Introduction, Ch. 1, Appendix pp. 235-237, Glossary*

Aug. 28 – **DUE: Newspaper critiques**

**Week 2: Design Theories; InDesign**

Aug. 31 – Typography, Color and Scale

**ASSIGNMENT: Proof of newspaper subscription**

Sept. 2 – EXERCISE: Sketching – broadsheet and story

*Readings: Sakai > Resources > Online Reading > Week 2*

Sept. 4 – Headline and caption writing; Introduction to InDesign

*Readings: NDH Ch. 2 and Ch. 5, Appendix pp. 238-240; Handout (Heads, Cuts & Style)*

**Week 3: Design; InDesign Continued**

Sept. 7 – LABOR DAY: NO CLASS

Sept. 9 – CC file management; LECTURE: Parts: Flag, Teaser, Body Copy, Photo

*\*PROPER FILE MANAGEMENT: File folder (Assets) > Assignment folder > InDesign files & images\**

Sept. 11 – SKILL CHALLENGE 1: Four basic elements

**ASSIGNMENTS: Newspaper demographics, & Style Sheet, due Sept. 18**

**Week 4: Building a broadsheet**

Sept. 14 – **ASSIGNMENT: A-1 Practice Page, pdf only due Sept. 18**

*Readings: NDH Ch. 3-4, p. 146-147, Appendix pp. 241-247*

Sept. 16 – A-1 Practice Page continued

Sept. 18 – LECTURE: Page One: A Case Study

**DUE: Newspaper demographics, & Style Sheet; DUE: A-1 practice page pdf**

**ASSIGNMENT: Design A-1 page; draft due Sept. 23; final due Sept. 25**

**Week 5: A-1 Design**

Sept. 21 – EXERCISE: Work on A-1

Sept. 23 – **DUE: A-1 drafts/critiques**

Sept. 25 – **DUE: A-1 presentations**

**ASSIGNMENT: Feature layout; draft due Sept. 30; final due Oct. 2**

**Week 6: Photoshop**

Sept. 28 – Introduction to Photoshop

Sept. 30 – **DUE: Features drafts/critiques**

Oct. 2 – **DUE: Features presentations**

**ASSIGNMENT: Photo Essay/Travel; Images due Oct. 12; final due Oct. 17**

**ASSIGNMENT: see Sakai Forum; due Oct. 5 at Noon**

**Week 7: Challenges**

Oct. 5 – FALL BREAK: NO CLASS

Oct. 7 – InDesign/Photoshop tips and tricks (list, maps, typography, spacing, lines, etc)

Oct. 9 – SKILL CHALLENGE 2: Typography w/ Photo

*ASSIGNMENT: Single-Page Design due Week 11 > See Sakai*

### **Week 8: Photo Essay/Travel**

Oct. 12 – EXERCISE: Working with Adobe Bridge; caption writing; **DUE: Photos**

Oct. 14 – **DUE: Photo Essay drafts/critiques**

Oct. 16 – **DUE: Photo Essay presentations**

**ASSIGNMENT: Tabloid layout, draft due Oct. 22; final due Oct. 24**

### **Week 9: Tabloid Design**

Oct. 19 – SKILL CHALLENGE 3: Making a list

Oct. 21 – **DUE: Tabloid drafts/critiques**

Oct. 23 – **DUE: Tabloid Essay presentation**

**ASSIGNMENT: Sports design, draft due Oct. 29, final due Oct. 31**

*Readings: NDH Ch. 6-7; Sakai > Resources > Online Reading > Week 9*

### **Week 10: Sports Design**

Oct. 26 – SKILL CHALLENGE 4: By the numbers w/ image

Oct. 28 – **DUE: Sports drafts/critiques**

Oct. 30 – **DUE: Sports presentation**

**ASSIGNMENT: Portfolio project detailed – page plans due Nov. 6**

### **Week 11: Design Analysis; Final Project**

Nov. 2 – SKILL CHALLENGE 5: Quote or Twitter package

Nov. 4 – *DUE: Single-Page Design Analysis Group 1*

Nov. 6 – *DUE: Single-Page Design Analysis Group 2*

### **Week 12: Interactive Design**

Nov. 9 – LECTURE: Web and Responsive (Tribune, Boston Globe, Time)

*Readings: NDH Ch. 8; Sakai > Resources > Online Reading > Week 12*

Nov. 11 – SKILL CHALLENGE 6: Locator map

Nov. 13 – SKILL CHALLENGE 7: Redesign\*\* (this is a graded SK)

### **Week 13: Portfolio Drafts**

Nov. 16 – Portfolio Project Draft 1

Nov. 18 – Portfolio Project Draft 2

Nov. 20 – Portfolio Project Draft 3

### **Week 14: Portfolio Drafts**

Nov. 23 – SKILL CHALLENGE 8: Logo design

Nov. 25-27 – THANKSGIVING BREAK: NO CLASS

### **Week 15: Portfolio Project**

Nov. 30 – Portfolio Project Draft 4

Dec. 2 – Portfolio Project Draft 5

Dec. 4 – **DUE: Final Project**

**Final Exam:** Friday, Dec. 11, 4:15 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. 28 – 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?

**Aug. 31 – Newspaper Subscription: 10 points**

Each student is required to provide proof of either a print or digital subscription to a U.S. major daily. Students can email their receipt to the professor at [jbrown7@luc.edu](mailto:jbrown7@luc.edu).

**Sept. 18 – 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**, select format ‘**pdf for print**’ and save, then upload it.

**Sept. 18 – 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. 18 – Newspaper Style Sheet: 30 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 through 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 full color hard copy AND upload a pdf to the Sakai assignment.

**Sept. 23 & 25 – 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)
- A minimum of three stories
- At least 4 visual elements
- A refer package or index

**Sept. 30 & Oct. 2 – Features Page: 100 points**

For your second page design you will design a features page. Topic and details **To Be Announced.**

**Oct. 12, 14 & 16 – 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. 21 & 23 – 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. 28 and 30 – Sports: 100 points**

Sports is a difficult section for many designers. You need not be a sports fan to do this well. Details TBD.

**Nov. 2 and 4 – Single-Page Design Analysis: 100 points**

See Sakai for details. Will be posted Oct. 9.

**Nov./Dec. – Portfolio Project: points and details TBD**

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