

**Loyola University Chicago**  
**Fall 2017**  
**COMM 263- 201 Layout and Editing, Room 002**  
**MWF 2:45-3:35**

**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:** Wednesdays 2-4 p.m. & by appointment

**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)

■ 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>

**Required on-line references:** <http://newspagedesigner.org>; [snd.org](http://snd.org); [newseum.org](http://newseum.org);

**Follow me on Pinterest:** Jessica Brown: [https://www.pinterest.com/designteach\\_LUC](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%)

AAP Forum (15%)

Skill Challenges (SK)/Exams: (15%)

Portfolio Project: (30%)

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!!!

**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 final work requires that you be present for the presentations. No assignment can receive greater than a '5' for "Presentation" if you are absent.
- 4.) Unless otherwise directed, all InDesign page layouts must be printed in full size and full color, AND posted as a PDF to Sakai. Photoshop files can be posted as jpps.
- 5.) We are using **Adobe Creative Cloud 2017** for this course. If you have your own computer or subscription, please **CHECK THE VERSION. Save InDesign files as idml for universal use.**
- 6.) You can also save your work by creating a Creative Cloud account. Because you have so many options to save, you will be given little concessions if you lose your external drive.
- 7.) DRAFT/CRITQUES are worth 10 points. These may be conducted in either written or oral form among the class. **To earn 10 points you must meet all of the following criteria:** 60% or more of drawn InDesign page, be on time for class; and have your own project available for the critique. Drafts allow me to make sure you are on the right path, not forgetting essential content, and share your work and ideas with your classmates. **Drafts must be uploaded as a pdf.**
- 8.) 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; doing work unrelated to this course; damaging equipment or using software inappropriate to this course or university policies. I will make note of any of these issues and adjust this grade accordingly.
- 9.) ALL images and stories you use should be saved onto your assets folder **PRIOR TO** placing them on your InDesign page. To save stories taken from the Internet, copy and paste 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. **An asset folder specific to each assignment is required.**
- 10.) 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.
- 11.) Readings should be completed on the day they are listed.

- 12.) Color prints can be made in the classroom, using **printer 002**; tabloid size (11X17). Be sure to select “scale to fit” and check all parameters prior to printing. If 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. You may also use the color printer in the Digital Media Lab (DML) on either the Lakeshore (IC, 2<sup>nd</sup> floor) or Water Tower campus (CLC, room 608).
- 13.) 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).
- 14.) ALL images must be 200 dpi (use of a .5 stroke is recommended – but not mandatory, just be consistent with your style).
- 15.) ALL images must have a credit AND caption, except: mug shots, or images used in teasers or refers. Certain illustrations only need credits and no captions. Layouts missing credits can receive no higher than a ‘5’ under “Photographs” on the rubric.
- 16.) ALL stories must have bylines. Stories missing bylines can receive no greater than ‘5’ under “News Judgment” on the rubric.
- 17.) Misspellings in display type can receive no greater than a ‘5’ under “Writing” on the rubric.
- 18.) **Plagiarism** can occur in a design course. Designs are copyrighted material. You must balance being inspired by others’ work, but not use their work wholesale. You can also plagiarize yourself by using similar layouts in multiple assignments.
- 19.) While design is subjective your assignments will be graded on the criteria set on the design evaluation rubric available on Sakai > Resources > Extras.
- 20.) It is imperative that you are not only on time to class, but that you are logged in and the appropriate files and programs are open at the start of class.
- 21.) 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.
- 22.) 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.
- 23.) 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 a journalism course and current events may necessitate a change in due dates or assignment details.
- 24.) **ALL WRITTEN content MUST BE Times, 12 pt. double-space.**

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

**\*\*Use the design checklist (Sakai > Resources > Extras) before turning in your layouts**

**Week 1: Introductions**

Aug. 28 – LECTURE: Introduction to course and design

**ASSIGNMENT: Newspaper critique; due Sept. 1**

Aug. 30 – LECTURE: Anatomy of a newspaper

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

Sept. 1 – **DUE: Newspaper critiques**

**Week 2: Design Theories; InDesign**

Sept. 4 – NO CLASS: LABOR DAY

*Readings: Sakai > Resources > Online Reading (SOR) > Week 2*

Sept. 6 – EXERCISE: Sketching – broadsheet and story

**ASSIGNMENT: Adopt a paper – presentations due Nov. 10**

Sept. 8 – Typography, Color and Scale; Introduction to InDesign

*Readings: NDH Ch. 2 7 Ch. 5, Appendix pp. 238-240*

**DUE: Proof of newspaper subscription**

**Week 3: Layout & InDesign continued**

Sept. 11 – SKILL CHALLENGE 1; Headline and caption writing practice

*Readings: SOR > Week 3*

Sept. 13 – CC file management; LECTURE: Parts: Flag, Teaser, Body Copy, Photo

Sept. 15 – SK 2: Four basic elements

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

**ASSIGNMENTS: Demographics, Style Sheet & Flag/Section Front, due Sept. 25**

**Week 4: Building a broadsheet**

Sept. 18 – **ASSIGNMENT: A-1 Practice Page, pdf only due Sept. 22**

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

Sept. 20 – A-1 Practice Page continued

Sept. 22 – LECTURE: Page One: A Case Study

**DUE: A-1 practice page pdf**

**ASSIGNMENT: Design A-1 page; draft due Sept. 29; final due Oct. 2**

**Week 5: A-1 Design**

Sept. 25 – EXERCISE: Review/revise demographics, style sheet, & flag/section front

**DUE: Newspaper demographics, Style Sheet & Flag/Section Front;**

Sept. 27 – EXERCISE: Work on A-1

Sept. 29 – **DUE: A-1 drafts/critiques**

**Week 6: Photoshop & Features**

Oct. 2 – **DUE: A-1 presentations**

**ASSIGNMENT: Feature layout; draft due Oct. 11; final due Oct. 13**

Oct. 4 – Introduction to Photoshop

Oct. 6 – SKILL CHALLENGE 3: Photoshop Practice

**Week 7: Features**

Oct. 9 – FALL BREAK: NO CLASS

Oct. 11 – **DUE: Features drafts/critiques**

Oct. 13 – **DUE: Features presentations**  
**ASSIGNMENT: Photo Essay/Travel; Images due Oct. 18; final due Oct. 20**

**Week 8: Adobe Tips ‘n’ Tricks & Photos**

Oct. 16 – TUTORIAL I (Forum)

Oct. 18 – **DUE: Photo Essay drafts/critiques**

Oct. 20 – **DUE: Photo Essay presentations**

**ASSIGNMENT: Sports design, draft due Oct. 18, final due Oct. 20**

**Week 9: Sports Design**

Oct. 23 – SKILL CHALLENGE 4: Recreate

*Readings: NDH Ch. 6-7; SOR > Week 9*

Oct. 25 – **DUE: Sports drafts/critiques**

Oct. 27 – **DUE: Sports presentation**

**ASSIGNMENT: Tabloid layout, draft due Nov 1; final due Nov. 3**

**Week 10: Tabloid Design; Portfolio Project**

Oct. 30 – SKILL CHALLENGE 5: Assignment Redesign

Nov. 1 – **DUE: Tabloid drafts/critiques**

Nov. 3 – **DUE: Tabloid Essay presentation**

**ASSIGNMENT: Final project detailed**

**Week 11:; News Briefs; Introduction to Illustrator**

Nov. 6 – SKILL CHALLENGE 6: Historical Redesign

Nov. 8 – **ASSIGNMENT: Full-page “news” brief, draft due Nov. 15; final due Nov. 17**

Nov. 10 – TUTORIAL II (Illustrator graphics)

**Week 12: Interactive Design**

Nov. 13 – LECTURE: Web and Responsive; Special/New Section Design

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

Nov. 15 – **DUE: News brief drafts/critiques**

Nov. 17 – **DUE: News brief presentation**

**Week 13: Skills & Turkeys**

Nov. 20 – SKILL CHALLENGE 7: Find it on Pinterest\*

Nov. 22 – NO CLASS: THANKSGIVING

Nov. 24 – NO CLASS: THANKSGIVING

**Week 14: Portfolio Project**

Nov. 27 – Portfolio Project work

Nov. 29 – Portfolio Project Draft 1

Dec. 1 – Portfolio Project Draft 2

**Week 15: Portfolio Project**

Dec. 4 – Portfolio Project Draft 3

Dec. 6 – Portfolio Project Draft 4

Dec. 8 – Portfolio Project Draft 5

**Final Project Presentations: Friday, Dec 15, 4:15-6:15 p.m.**

## **ASSIGNMENT – DATES AND DETAILS (Subject to change):**

All full-page layouts must include the following when being turned in:

1. A color print out
2. A pdf uploaded to Sakai
3. A zip file with ALL of the assets used on the layout AND an .idml version of the page
4. The URL of all the articles on your layout. This can be pasted into the designated area on Sakai

### **Sept. 1 – 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. 8 – 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. 22 – 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. 25 – 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. 25 – Newspaper Style Sheet: 25 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. 29 & Oct. 2 – 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

**Oct. 5 & 7 – Features Page: 100 points**

For your second page design you will design a features page. See Sakai for details.

**Oct. 18 & 20 – 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. 25 & 27 – Sports: 100 points**

Sports is a difficult section for many designers. If you're not a sports fan, make extra efforts to examine sports design in preparation for this layout. Details are on Sakai.

**Nov. 1 & 3 – Tabloid Design (9.75 in. X 11.25 in): 100 points**

This layout is a WEEKLY tabloid that is inserted inside the broadsheet. It must have 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 full article you are designing for. *The type of section and details for this assignment will be on Sakai.*

**Nov. 10– Adopt a Paper Forum: 100 points (10 points per week)**

For this project students are asked to select a major, U.S. daily (or weekly) newspaper and “adopt” it over the course of the semester. Students should select a paper that has a track record of solid reporting and good design that the student can be inspired by. Each week students should save at least one layout (from Newseum, Pinterest, etc) onto Sakai > Forum, respond to the questions and reply to at least 2 of your classmates’ posts. Each week ask different questions, so please read each Forum item carefully, and early. Forums open Mondays at 12 a.m. and close Sundays at 5 p.m. Out of respect to your classmates, do not wait until the last minute to post. Please also watch your grammar, spelling, punctuation, and refer to lessons from your text to support your statements. **One paper per student.**

***SUGGESTED PAPERS:** Chicago Tribune; New York Times; Washington Post; Buffalo News; Los Angeles Times; Hartford Courant; Boston Globe; Arizona Republic; The Guardian; The Plain Dealer; Orange County Register; Virginia Pilot; Epoch News; Post-Dispatch; Politico\*\**

**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. 12 – Final Exam, 1-3 p.m.** See Sakai for instructions.