

Journalism 7, Writing By Design

Fall 2004

MW 1-2:15 p.m. • ART 154

Instructor: Leah Unruh
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COURSE DESCRIPTION:

This course will introduce students to newspaper layout and design including terminology, basic principles, dummy layouts, and practice with layout and design using computer software Adobe InDesign®, Photoshop® and Illustrator®. This course will help students further explore Mass Communication and Journalism when learning and understanding the importance of text, photos, headlines, graphics, fonts, and the practice of using space to appeal to readers. This course will also provide the fundamentals of the desktop publishing software InDesign, Photoshop, and Illustrator to practice newspaper layout and design in class.

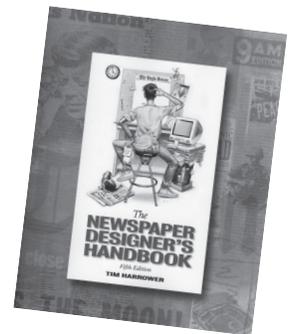


COURSE OBJECTIVES:

The objective of this course is to enable students to understand the use and importance of space and journalism elements to create a newspaper, to show students a new perspective of mass communication in trying to meet the demands of newspapers readers, and to familiarize students with the latest desktop publishing software.

READING:

- The required text for this course is The Newspaper Designer's Handbook, fifth edition, by Tim Harrower, 2002.
- The suggested, but not required, reading for this course is Adobe InDesign CS Bible, by Galen Gruman, 2004.
- It is strongly suggested that students read different newspapers/magazines/newsletters to view different layouts and use of space.



EXAMS:

There will be three exams given during the semester that may consist of multiple choice, true-false, matching, fill-in, creating dummy layouts, or computer work. Make-up exams will consist of essay only questions and may only be taken if the absence was due to a true emergency.

QUIZZES:

Pop quizzes may be given at any time during the semester, so be sure to read the assigned chapters or handouts. Textbook reading assignments are found on the last page of the syllabus. Any other reading assignments will be announced in class.

GRADING:

Grades will be based on the total point score and follow these guidelines: A = 90% and above; B = 80%-89%; C = 70%-79%; D = 60-69%; F = 59% and below. In addition to exams, students will also earn points from classroom assignments, homework and extra credit.

ATTENDANCE:

All students are expected to attend class regularly, arrive on time, and stay through the entire class period and have all assigned readings completed on time. Attendance will be taken each day, and more than three unexcused absences, being late for class, or leaving class early without the instructors' permission may lower your final grade.

CLASSROOM RULES:

NO food or drinks are allowed in the computer lab, these are brand new computers, please help keep them in good condition. Please turn all cell phones and pagers OFF before entering class. Any student having a device going off during a lecture will 5 loss points toward your final grade.

CLASS PARTICIPATION:

Class participation is encouraged! All students' contributions, comments, and questions are valuable to the class. We are all audiences of mass communication and have interests in it.

DISABILITY NOTICE:

Students with disabilities are encouraged to identify themselves to the college and the instructor so reasonable accommodations for their learning and evaluation with the course can be made.

CHEATING AND PLAGIARISM:

Cheating and plagiarism are not tolerated in this course or any course at Reedley College. Please see the college catalog for complete information. Students are not allowed to confer during exams, and all work submitted to the instructor must be your own original work. Plagiarism and cheating will result in a failing grade in this course, and possible expulsion from the college.

READING ASSIGNMENTS and SEMESTER SCHEDULE:

(dates and topics subject to change)

- WEEK 1; August 16: Introduction
August 18: Chapter 1 Fundamentals
- WEEK 2; August 23: Chapter 1 Fundamentals continued
August 25: Chapter 2 Story Design
- WEEK 3; August 30: Chapter 2 Story Design continued/Chapter 3 Page Design
September 1: Chapter 3 Page Design continued
- WEEK 4; September 6: Labor Day, no classes held
September 8: Chapter 3 continued/Exam 1 Review
- WEEK 5; September 13: EXAM 1 (Covering the introduction and Chapters 1-3)
September 15: Computer Work, InDesign®
- WEEK 6; September 20: Chapter 4 Photos and Art
September 22: Computer Work, Photoshop®
- WEEK 7; September 27: Chapter 4 Photos and Art
September 29: Computer Work, Photoshop® and Illustrator®.
- WEEK 8; October 4: Chapter 5 Nuts & Bolts
October 6: Computer Work
- WEEK 9; October 11: Chapter 5 Nuts & Bolts continued
October 13: Computer Work
- WEEK 10; October 18: Chapter 6 Graphics & Sidebars
October 20: Computer Work
- WEEK 11; October 25: Chapter 6 Graphics & Sidebars continued
October 27: Computer Work/Exam 2 Review
- WEEK 12; November 1: EXAM 2
November 3: Computer Work
- WEEK 13; November 8: Chapter 7 Special Effects
November 10: Computer Work

WEEK 14; November 15: Chapter 7 Special Effects continued
November 17: Computer Work

WEEK 15; November 22: Chapter 8 Redesigning
November 24: Computer Work

WEEK 16; November 29: Chapter 8 Redesigning continued
December 1: Computer Work

WEEK 17; December 6: Computer Work
December 8: Computer Work/Final Exam Review

WEEK 18; Monday, December 13 FINAL EXAM 1-2:50 p.m.