

**Journalism 7, Writing By Design**  
**Fall 2005**  
**MW 1-2:15 p.m. • ART 154**

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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 placing text, photos, headlines, graphics, fonts, and the practice of using space to appeal to readers. This course will also provide the fundamentals of using the desktop publishing software InDesign, Photoshop, and Illustrator in creating newspaper layouts in class. Students will gain design experience through in-class lab assignments including layout of the student newspaper The Chant.

**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 newspaper readers, to familiarize students with the latest desktop publishing software, and to help produce the student newspaper The Chant.

**READING:**

- The required text for this course is The Newspaper Designer's Handbook, fifth edition, by Tim Harrower, 2002.
- It is strongly suggested that students read different newspapers/magazines/newsletters to view different layouts and use of space.



**EXAMS:**

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

**ASSIGNMENTS AND THE CHANT PRODUCTION:**

The Chant is the Reedley College student newspaper. Designing of The Chant will be the major lab assignments of this class. There are at least two newspapers produced a semester and each newspaper you contribute to working on will be worth up to 50 points. Other 10 point in-class assignments will be given during the semester for practice and to demonstrate your design abilities.

**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 pages of this syllabus. Handouts may also be distributed in class and will be subject to questions on quizzes and exams.

#### GRADING:

There will be 250-350 points available in this class, depending on class assignments and quizzes. 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 can earn points from classroom assignments, homework, quizzes 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 ART 154 computer lab, these are brand new computers, so 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.

#### Open Lab Hours:

ART 154 has open lab hours for students. Please feel free to use these lab hours to practice with InDesign as much as you like. Lab hours will be posted at the beginning of the semester.

#### 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.

#### QUESTIONS:

Please don't hesitate to see, call or e-mail me if you have questions, concerns or comments. I am happy to assist you.

***READING ASSIGNMENTS and SEMESTER SCHEDULE:***

*(dates and topics subject to change)*

- WEEK 1;     AUGUST 15: Introduction  
              AUGUST 17: Chapter 1 - Fundamentals
- WEEK 2;     AUGUST 22: Chapter 1 continued, Dummy layout exercise  
              AUGUST 24: InDesign tools - handouts
- WEEK 3;     AUGUST 29: Chapter 2 - Story Design  
              AUGUST 31: InDesign practice
- WEEK 4;     SEPTEMBER 5: Labor Day Holiday, no classes held  
              SEPTEMBER 7: InDesign practice
- WEEK 5;     SEPTEMBER 12: Chapter 2 continued  
              SEPTEMBER 14: Chant production
- WEEK 6;     SEPTEMBER 19: Chant production  
              SEPTEMBER 21: Chant production
- WEEK 7;     SEPTEMBER 26: Chant production  
              SEPTEMBER 28: Chant production
- WEEK 8;     OCTOBER 3: Chapter 3 - Page Design  
              OCTOBER 5: Review of Exam 1 (Chapters 1-3)
- WEEK 9;     OCTOBER 10: EXAM 1  
              OCTOBER 12: Exam 1 back, InDesign practice
- WEEK 10;    OCTOBER 17: Chapter 4 - Photos and Art  
              OCTOBER 19: InDesign practice
- WEEK 11;    OCTOBER 24: Chapter 4 continued  
              OCTOBER 26: InDesign practice
- WEEK 12;    OCTOBER 31: Chapter 5 - Nuts and Bolts  
              NOVEMBER 2: InDesign practice
- WEEK 13;    NOVEMBER 7: Chant production  
              NOVEMBER 9: Chant production

***READING ASSIGNMENTS and SEMESTER SCHEDULE continued:***

WEEK 14; NOVEMBER 14: Chant production  
NOVEMBER 16: Chant production

WEEK 15; NOVEMBER 21: Chant production  
NOVEMBER 23: InDesign practice

WEEK 16; NOVEMBER 28: Chapter 6 - Graphics and Sidebars  
NOVEMBER 30: InDesign practice

WEEK 17; DECEMBER 5: Chapter 6 continued  
DECEMBER 7: Final Exam Review

FINAL: MONDAY, DECEMBER 12 1-2:50 p.m.