Journalism 7, Writing By Design
Spring 2005
Tuesdays 6-8:40 p.m. • ART 154

Instructor: Leah Unruh
E-mail: leah.unruh@reedleycollege.edu
Phone: (559) 638-3641 ext. 3115
Office: Administration Building,
          Public Information Office

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 <u>The Newspaper Designer's Handbook</u>, 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.
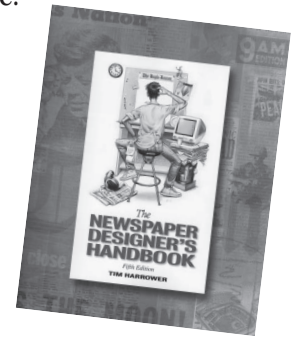
EXAMS:

There will be two exams given during the semester that 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.

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 usually two newspapers produced a semester and each newspaper you contribute to working on will be worth 50 points. Other 10 point in-class assignments will be given during the semester 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 page of the syllabus. Any other reading assignments will be announced in class.

GRADING:

There will be 300-400 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 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 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 announced the first week of instruction.

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;   January 11: Introduction, Chapter 1 Fundamentals, What is it Called

WEEK 2;   January 18: Chapter 1 Fundamentals continued, InDesign Tools

WEEK 3;   January 25: Principles of Design, InDesign

WEEK 4;   February 1: Chapter 2 - Story Design, InDesign

WEEK 5;   February 8: Chapter 3 - Page Design, InDesign

WEEK 6;   February 15: Chapter 3 continued

WEEK 7;   February 22: The Chant #1 Production

WEEK 8;   March 1: The Chant #1 Production continued

WEEK 9;   March 8: Exam 1 review

WEEK 10;   March 15: Exam #1

WEEK 11;   March 22: SPRING BREAK, no classes

WEEK 12;   March 29: Chapter 4 - Photos, InDesign

WEEK 13;   April 5: Chapter 5 - Nuts & Bolts, InDesign

WEEK 14;   April 12: Chapter 6 - Graphics & Sidebars, InDesign

WEEK 15;   April 19: InDesign work

WEEK 16;   April 26: The Chant #2 Production

WEEK 17;   May 3: The Chant #2 Production continued

WEEK 18; May 10: Review for Final Exam

FINALS WEEK; Final Exam Tuesday, May 17, 6:00-8:00 p.m.