Journalism 7, Writing By Design
Fall 2007
Mondays 2:00-4:50 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®. 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 and Photoshop 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 <u>The Newspaper Designer's Handbook</u>, fifth edition, by Tim Harrower, 2002.
• It is strongly suggested that students read/review different newspapers/magazines/newsletters to view different
  layouts and use of space.

WEBSITE:
• http://www.refdesk.com/paper.htm
You will be using this website in class, and it is a very good reference for viewing newspapers around the country and the world.

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 three to four newspapers produced a semester and each newspaper you contribute to working on will be worth up to 50 points. Points are based on the quantity and quality of the pages you design. Other 10 point in-class assignments will be given during the semester for practice and to demonstrate your design abilities. If you wish to contribute other work to the newspaper, such as cartoons or illustrations, they can be done for extra credit.

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 300-450 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 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.

JOURNALISM CONVENTION:
On Saturday, October 13 we will be taking an optional field trip to the Journalism Association of Community Colleges (JACC) Nor-Cal Journalism Conference. This year it will be held at San Jose State University and will include workshops, guest speakers and competitions. All students are encouraged to attend with registration fees and transportation covered by The Chant. It's a really fun and information-packed event, I hope you will plan to attend!

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 13: Introduction, Chapter 1 - Fundamentals

WEEK 2   AUGUST 20: Chapter 1 continued, Dummy layout exercise, InDesign tools - handouts and practice

WEEK 3   AUGUST 27: Chapter 2 - Story Design, InDesign assignment and practice

WEEK 4   SEPTEMBER 3: Layout of Chant #1

WEEK 5   SEPTEMBER 10: Layout of Chant #1

WEEK 6   SEPTEMBER 17: Chapter 3 - Page Design, InDesign assignment and practice, review for Exam #1

WEEK 7   SEPTEMBER 24: EXAM #1

WEEK 8   OCTOBER 1: Layout of Chant #2

WEEK 9   OCTOBER 8: Layout of Chant #2

                    Saturday, October 13: Journalism Conference in San Jose (Field Trip)

WEEK 10   OCTOBER 15: Chapter 4 - Photos and Art, InDesign assignment and practice

WEEK 11   OCTOBER 22: Chapter 5 - Nuts and Bolts, InDesign assignment

WEEK 12   OCTOBER 29: Layout of Chant #3

WEEK 13   NOVEMBER 5: Layout of Chant #3

WEEK 14   NOVEMBER 12: Chapter 6 - Graphics and Sidebars, InDesign assignment

WEEK 15   NOVEMBER 19: Review for Final Exam

WEEK 16   NOVEMBER 26: Layout of Chant #4

WEEK 17   DECEMBER 3: Layout of Chant #4

WEEK 18   DECEMBER 12 (Wednesday): FINAL EXAM 2:00-3:50 p.m.