

Journalism 7, Writing By Design
Spring 2007
Tuesdays 5:00-7:50 p.m. • ART 154

Instructor: Leah Unruh
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COURSE DESCRIPTION:

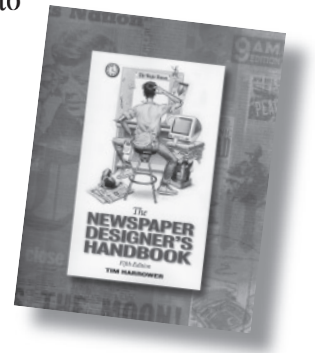
This course will introduce students to newspaper layout and design including terminology, basic principles, dummy layouts, and practice with layout and design using computer software Adobe InDesign® and Photoshop®. This course will help students further explore Mass Communication and Journalism when 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 The Newspaper Designer's Handbook, 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.



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:

From Thursday, March 22 to Saturday, March 24 the Journalism Association of Community Colleges (JACC) will be hosting its annual state convention for journalism students. This year it will be held at the DoubleTree Hotel in Sacramento and will include workshops, guest speakers and competitions. Because of the expenses involved, The Chant will only be able to pay for a few students to go, so please let me know if you are interested.

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)

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| WEEK 1 | JANUARY 9: Introduction & Chapter 1 - Fundamentals |
| WEEK 2 | JANUARY 16: Chapter 1 continued, Dummy layout exercise, InDesign tools - handouts and practice |
| WEEK 3 | JANUARY 23: Chapter 2 - Story Design, InDesign assignment and practice |
| WEEK 4 | JANUARY 30: Layout of Chant #1 |
| WEEK 5 | FEBRUARY 6: Layout of Chant #1 |
| WEEK 6 | FEBRUARY 13: Chapter 3 - Page Design, InDesign assignment and practice, review for Exam #1 |
| WEEK 7 | FEBRUARY 20: EXAM #1 |
| WEEK 8 | FEBRUARY 27: Layout of Chant #2 |
| WEEK 9 | MARCH 6: Layout of Chant #2 |
| WEEK 10 | MARCH 13: Chapter 4 - Photos and Art, InDesign assignment and practice |
| WEEK 11 | MARCH 20: Layout of Chant #3 |
| WEEK 12 | MARCH 27: Layout of Chant #3 |
| WEEK 13 | APRIL 3: Spring Break, no classes held |
| WEEK 14 | APRIL 10: Chapter 5 - Nuts and Bolts, InDesign assignment |
| WEEK 15 | APRIL 17: Chapter 6 - Graphics and Sidebars, InDesign assignment |
| WEEK 16 | APRIL 24: Review for Final Exam |
| WEEK 17 | MAY 1: Layout of Chant #4 |
| WEEK 18 | MAY 8: Layout of Chant #4 |
| FINALS | MAY 15: FINAL EXAM 5:00-7:00 p.m. |