

JOR 442 • Course Goals

Goal	What it means	Some ways to reach it	How to demonstrate degree to which goal has been met
Be able to articulate the role of editors in the process of packaging written and visual information for publication	You can correctly identify <u>who</u> in in a news or PR organization <u>does what</u> with <u>words and text</u> to prepare pages or documents for publication AND you can explain in detail <u>how</u> they do it and <u>why</u> .	<i>EPD</i> reading Annotated critiques Class discussions	Class discussions Written work Exam
Be able to explain basic typography, design elements and principles, and publishing concepts as they relate to newspapers, magazines, newsletters and public relations documents	<p>You can appropriately discuss type and how and why choices regarding type are made.</p> <p>You can use the vocabulary of type correctly.</p> <p>You can appropriately discuss design elements -- body copy, display type, borders, white space, art and color – as they relate to publications.</p> <p>You can appropriately discuss the principles of balance, contrast, proportion and unity as they apply to publication design.</p>	<i>EPD</i> reading Annotated critiques Class discussions Studying publications Publication critiques	Annotated critiques Class discussions Publication critiques Design assignments Exam Final project
Be able to design and produce useable layouts for newspapers, magazines, newsletters and public relations documents	<p>You can make appropriate decisions about the use of body copy, display type, borders, white space, art and color in various situations involving publications.</p> <p>You can conceptualize a page or pages and create an accurate layout that leads to a finished page that looks the way you intend it to look.</p>	<i>EPD</i> reading Annotated critiques Class discussions Studying publications Publication critiques Design assignments	Design assignments Exam Final project
Be able to execute basic design projects using desktop publishing software	You are able to create basic page layouts using QuarkXPress.	QX reading Annotated critiques Class discussions Design assignments	Design assignments Final project
Be able to apply design principles to evaluate publications and Web sites	You can evaluate the quality of publications designed by others or by you.	<i>EPD</i> reading Annotated critiques Class discussions Publication critiques	Class discussions Publication critiques Exam

