

JOR 442 – Publication Design for Journalism and PR

Spring 2009 • MW 10-11:45 a.m. • Chafee 239/241

Dr. Barbara F. Luebke

bfluebke@mail.uri.edu • 874-5490 • www.uri.edu/artsci/jor/luebke.htm

Office (Chafee 227) Hours: MW 9-10 a.m.; and by appointment

The Course This course introduces you to the tasks at the end of the editing process: publication design and production. The course is about performance -- alone, together, in class with supervision, outside of class without supervision, under deadline. By the end of the semester, I want you to be able to recognize designs that work and explain why. Ultimately, I want you to be able to produce professional-quality work at the level of an entry-level print-media editor or public relations professional.

Course Goals (see table online for details) Upon completion of the course, you should:

- Be able to articulate the role of editors in the process of packaging written and visual information for publication
- Be able to explain basic typography, design elements and principles, and publishing concepts as they relate to newspapers, magazines, newsletters and public relations documents
- Be able to apply basic typography, design elements and principles to produce useable layouts for newspapers, magazines, newsletters and public relations documents
- Be able to execute basic design projects using desktop publishing software
- Be able to apply design principles to evaluate publications and Web sites

Required Text

- *Exploring Publication Design* by Poppy Evans (referred to as EPD)

Recommended

- *QuarkXPress 7 for Windows and Macintosh* (referred to as QX) by Weinmann and Lourekas (online price is about \$20)
- NewsU is a free online journalism training program offered by The Poynter Institute. Register at www.newsu.org. Consider these self-directed courses: Typography for News Design, Language of the Image, Best of Photojournalism, Color in News Design and Math for Journalists.

Supplies

- No. 2 pencils with erasers
- Pica ruler and proportion wheel (loaned by department)

Format Come to each class prepared. Read and do what you are assigned. Pay attention to the design elements of the publications (newspapers, newsletters, magazines etc.) that you see regularly.

Bring *EPD*, pencils, pica ruler and proportion wheel to each class.

The early weeks of the semester will concentrate on the theory and principles of publication design in a journalistic/PR environment. Initial design work will be done the "old" way: using paper and pencil, pica ruler and proportion wheel. Eventually, design tasks will be transferred to the digital environment via the page layout application QuarkXPress. Although JOR 442 is not a desktop publishing course, time will be spent introducing you to Quark. But you should plan to assume primary responsibility for

learning Quark on your own time. (I will work with you to provide access to the lab outside of class time.) Over the semester, everyone will be required to design in all publication formats. The Final Project will allow you to focus on the format of your choice.

Time Required The rule of thumb is that for every one hour you spend in class, you should spend a minimum of two hours preparing for class. Thus, because you spend four hours a week in class, you should plan to spend at least eight hours a week outside of class on JOR 442 assignments. Putting in less time is your choice, but understand that grades reflect performance (not potential, not effort, not good intentions). **Note:** You can expect homework to be assigned at the end of most classes; the nature of the course prevents me from providing an advance listing.

Annotated Critiques Each Wednesday, **beginning 28 January**, you are required to submit at least one "annotated" critique of an article/chapter/on-line entry relating to some aspect of publication design. This will allow you to sample the vast array of materials in the field. Over the semester, you are expected to consult books and professional publications, not just on-line resources.

Provide a copy of the reading along with your critique of it. Be sure to tell me where you found it, why you chose it, how it was helpful to you (or not helpful) and whether you would recommend it to classmates. Your critique must be typed and should be stapled to the reading as its first page(s).

FYI: In the past, students have said they found it helpful to choose readings related to the topic(s) being covered in class, but that is not required. I do expect you to explore design topics that interest you and that introduce new material or expand on material from *EPD*. **Note:** To help get you started, I have provided links on the course web site to several useful resources.

Attendance This is easy: Be here. Be prepared. Be involved. In the professional world, there are no make-ups; ditto for this class.

Deadlines Meet them. No excuses!

Collaborative Learning The Journalism Department is committed to collaborative learning because it recognizes that all media work is inherently a team effort.

Reflections You should keep **all** the work you do for class. At the end of the semester, you will be required to reflect on your work using a set of guidelines I will provide.

Exam There will be one exam to gauge how well you have mastered the principles, theories, vocabulary, math and issues in publication design.

Final Project This hands-on project will gauge how well you have mastered the basic skills of publication design. You will choose your project based on your career aspirations.

Course Grade

- Graded design and editing assignments & quizzes = 20%
- Exam = 25%
- Final Project = 40%
- Readings & Reflections = 15%

For class on	Topic	Read
26 Jan	History of publication design Design principles	EPD 3-18 EPD 21-47
28 Jan	Basics of typography The mathematics of publication design ** CRITIQUE DUE **	EPD 75-91
2 Feb	Quick Quiz 1 – history, principles, typography Working with photos and infographics	EPD 121-139
4 Feb	Planning a page ** CRITIQUE DUE **	EPD 95-118
9 Feb	Using color	EPD 51-71
11 Feb	Quick Quiz 2 – photos, math of design Newsletter design ** CRITIQUE DUE **	EPD 161, 167-171
16 Feb	NO CLASSES	
18 Feb	Newsletters contd. ** CRITIQUE DUE **	EPD 143-157
23 Feb	Introducing QuarkXPress	QX 1-80
25 Feb	Quick Quiz 3 – color, newsletters, math Quark contd. ** CRITIQUE DUE **	QX 81-160
2 Mar	Quark contd	QX 161-230
4 Mar	Quark contd. ** CRITIQUE DUE **	QX 231-302; 413-434
9 Mar	PR documents	EPD 175-183
11 Mar	PR documents contd. ** CRITIQUE DUE **	
16 Mar	Spring Break	
18 Mar	Spring Break	
23 Mar	Newspapers	EPD 162-170
25 Mar	Newspapers contd. ** CRITIQUE DUE **	
30 Mar	Quick Quiz 4 -- Quark Newspapers contd.	
1 Apr	Magazines ** CRITIQUE DUE ** ** Distribute Final Project Instructions **	EPD 166-167
6 Apr	Magazines contd.	
8 Apr	Magazines contd. ** CRITIQUE DUE **	
13 Apr	Web design	TBA
15 Apr	** EXAM **	
20 Apr	Final Project in-class work begins	
22 Apr	Final Project in-class work contd.	
Friday 24 Apr	9-noon lab open for Final Project work	
27 Apr	Final Project in-class work contd.	
29 Apr	Final Project in-class work contd. ** Distribute Reflections Instructions ** ** Final project due by 4 p.m. **	
Friday 8 May	8-11 a.m. Final Exam period ** Reflections due by 11 a.m. ** ** Final Projects available for pickup **	