

# **JOR 442 – Publication Design for Journalism and PR**

Spring 2010 • MW 9-10:45 a.m. • Chafee 239/241

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Office (Chafee 227) Hours: MW 1:30-2:30 p.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. I also 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 Sakai Resources for a link to a chart detailing these goals.) 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 PR 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 Texts**

- *The Non-Designer's Design Book* (3<sup>rd</sup> ed) by Robin Williams (primary text, referred to as DB)
- *The Non-Designer's Type Book* (2<sup>nd</sup> ed) by Robin Williams (secondary text, referred to as TB)

## **Recommended**

- *QuarkXPress 7 for Windows and Macintosh* (referred to as QX) by Weinmann and Lourekas (online price is about \$20). Depending on your career goals and your comfort level with Macs, having this book will be better than not having it. In past semesters, some students have relied on the online Quark help, but that can be time-consuming. Other students have suggested that QX be required. Still other students have complained that they did not find it useful. Personally, I refer to it constantly because, as is true of all page-design software, it's easiest to figure out how to do something when you actually have to do it. A reference book is the quickest way to do that.

- NewsU is a *free* online journalism training program offered by The Poynter Institute. Register at [www.newsu.org](http://www.newsu.org). Consider these self-directed courses: Typography for News Design, Color in News Design, Language of the Image, Best of Photojournalism and Math for Journalists.

**Sakai** To the extent possible, resources and assignments for this course will be provided using Sakai, which you access via your eCampus page. You should plan to check the course site daily. If you are not familiar with this online learning tool, you need to explore it asap.

## **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 and printed materials that you see regularly.

The early weeks of the semester will concentrate on the theory and principles of publication design in a journalistic/PR environment. Some 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, class 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 many classes; the nature of the course prevents me from providing an advance listing.

**Attendance** Be here. Be prepared. Be involved. In the professional world, there are few make-ups; ditto for this class.

**Deadlines** Meet them. No excuses! Although Sakai may be set to allow me to accept assignments submitted after the deadline, it shows me that a submission is late. Points will be deducted for late work.

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

**Annotated Readings** Each Wednesday, **beginning 3 February**, you are required to submit an "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. Assignment details are available on Sakai.

**Exam** There will be one exam to gauge how well you have mastered the principles, theories, vocabulary, math and issues in publication design. "Quick Quizzes" (see schedule) are designed to help prepare you for the exam.

**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.

**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.

**Course Grade** You can track your progress using the Sakai gradebook. The course grade will be based on 1,000 points

- Graded design and other assignments, quizzes et al = 200 points
- Exam = 250 points
- Final Project = 400 points
- Readings & Reflections = 150 points (10 x 15 points each)

**Schedule** (Subject to change with appropriate notice)

For class on	Topic	Read/Do
27 Jan	Publication design: What is it? Who does it? Introduction to elements of design Introduction to principles of design	DB pp. 10-14 & 216
1 Feb	Basics of typography The math of publication design	DB pp. 143-164 TB pp. xi-30
3 Feb	Design principles contd. Typography contd. ** CRITIQUE DUE **	DB pp. 15-50 TB pp. 31-50; DB pp. 165-196
8 Feb	Quick Quiz 1 – editors, elements, principles, typography Design principles contd.	DB pp. 51-90
10 Feb	Working with photos & infographics ** CRITIQUE DUE **	
15 Feb	NO CLASS	
17 Feb	Design process Newsletters More on type ** CRITIQUE DUE **	DB p. 198 DB pp. 123-126 & TBA TB pp. 51-124
22 Feb	Newsletters contd. Using color	DB pp. 91-108
24 Feb	Introduction to Quark More on type ** CRITIQUE DUE **	QX pp. 1-80 TB pp. 125-148
1 Mar	Quick Quiz 2 – math of design Quark contd.	QX pp. 81-160
3 Mar	Quark contd. More on type ** CRITIQUE DUE **	QX pp. 161-230 TB pp. 149-206
8 Mar	Quark contd.	QX pp. 231-302 & 413-434
10 Mar	Newspapers ** CRITIQUE DUE **	TBA
15 Mar	Newspapers contd.	
17 Mar	Quick Quiz 3 – Quark Newspapers contd. ** CRITIQUE DUE **	

22 Mar	SPRING BREAK	
24 Mar	SPRING BREAK	
29 Mar	Magazines	TBA
31 Mar	Magazines contd. ** CRITIQUE DUE **	
5 Apr	Magazines contd. ** Distribute Final Project Instructions **	
7 Apr	Quick Quiz 4 – TBA PR documents ** CRITIQUE DUE **	DB pp. 109-122 & 127-134
12 Apr	PR documents contd.	
14 Apr	Web design	DB pp. 139-142 & TBA
19 Apr	<b>EXAM</b>	
21 Apr	Final Project in-class work begins	
26 Apr	Final Project in-class work contd.	
28 Apr	Final Project in-class work contd.	
3 May	Final Project in-class work contd. ** <b>Final Project due by 4 p.m.</b> **	
Monday 10 May	8-11 a.m. Final Exam period ** Reflections due by 11 a.m. ** ** Final Projects available for pickup **	