

Loyola University Chicago
COMM 263- 201 Layout & Editing
Fall 2020 | Online Synchronous MWF 12:10-1 p.m.

Instructor: Jessica R. Brown

E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail on weekdays; and limited responses on weekends. Remember to include your name and the course on your subject line. Please use your Loyola account when sending e-mails.)

Office: SOC 218 **Phone:** 312-915-7726 **Office Hours:** Fridays 12:10-1 p.m. via Zoom

COURSE DESCRIPTION

This journalism course is designed to teach the fundamentals of design for visual readers. We will examine design, color and visual theory, and understand what elements make a well-designed page. Students will learn to see design from the readers' perspective and incorporate good news judgment in delivering information. This course will also give students the opportunity to work with industry standard programs: InDesign and Photoshop.

LEARNING OUTCOMES

- Students will be able to articulate why design matters to journalism.
- Students will be able to use various Adobe programs to build layouts.
- Students will be able to use the language of design as professional communicators.
- Students will be able to apply print design principles to online journalism.

TEXT AND OTHER MATERIALS

In an effort to reduce cost, there is no required text book for this course.

- Editorial Design Workbook (EDW) by Jessica R. Brown - provided
- All readings and lessons can be found on the Sakai site.
- **HIGHLY RECOMMENDED: Print subscriptions to your local newspaper**
- FREE New York Times digital subscription: <http://libraries.luc.edu/nytimes>.
- FREE Wall Street Journal: <http://libraries.luc.edu/databases/all/w> (click from the list)
- An external hard drive – back up your work!
- **Required on-line references:** <http://newspagedesigner.org>; snd.org; newseum.org
- **SUGGESTED:** Newspaper Design: Editorial Design from the World's Best Newsrooms, 2018 (Gestalten) – Co-edited by J. Errea

GRADING: It is your responsibility to keep track of your grades.

100-95	A	94-90	A-	89-87	B+
86-83	B	82-80	B-	79-77	C+
76-74	C	73-70	C-	69-67	D+
66-65	D	Below 65 F			

Assignments: (30%)

Exams & Skill Challenges (SC): (30%)

Final Project: (30%)

Participation/Drafts/Critiques: (10%)

Plagiarism Statement: Please see attached document or read the statement online.

SPECIAL NEEDS: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Student Accessibility Services (SAC). Additional information about the services available at Loyola are on the [SAC website](#).

TECHNOLOGY RESOURCES: This course assumes that no one has any experience with design or Adobe, thus a number of tutorials have been made available to you. Some are from Adobe.com, while others have been created by the instructor that target specific, relevant assignments and techniques. Due to COVID-19 some of you may not be on campus. If Adobe does not make its programs available to user at home, you may have pay for a subscription. This is one reason why this course has not text book – so that you may use those dollars to purchase InDesign, Photoshop and Illustrator.

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform Loyola’s Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

CLASSROOM STRUCTURE & ETIQUETTE:

1. This course will sometimes meet synchronously and sometimes not – follow the syllabus.
2. Class meetings can be accessed using the Zoom Pro tool on the Sakai site.
3. Most Fridays are open work days in which the instructor holds office hours.
4. Sakai and OneDrive will be the primary resource for materials for this course.
5. Students should use Adobe Creative Cloud and an external hard drive for saving work.
6. Students are required to use Pinterest to follow instructor and save examples.
7. Skill challenges cannot be made up as they are timed exercises.
8. I will always be available on Zoom during Skill Challenges.
9. Drafts will be conducted in small Zoom groups due to time constraints.
10. To pass the draft, students must have a pdf version of their page uploaded. At least 75% of the page should be drawn. Students must also be present for the critique sessions.

TURNING IN YOUR WORK:

1. All layouts must be submitted at full size as a pdf to the Sakai assignment.
2. Also submit a separate Zip file with the page assets & idml.
3. Paste the URL of at least 1 pin that inspired your design.
4. When submitting links follow these instructions: *Select the red button that reads “or select files from Home or site” in the submission area. This will let you paste the URL into the designated area. DO NOT PASTE THE URL INTO THE COMMENTS SECTION. If you do this, it will be considered improperly submitted, and a 2-point deduction from the presentation score.*
5. Students are expected to save all assets for every page design and submit them in a Zip drive, including a .idml version of the InDesign layout. Photoshop files should be saved as .jpps. This is to preserve the academic integrity of the course by ensuring students are the author of their work.
6. Students who are absent on due dates can receive no higher than a 5 on their presentation score
7. All written assignments must be in Times, 12 pt. with your name & date in the top right corner
8. **Only WORD, PDF, IDML or JPGs are acceptable file formats for work in this course.**
9. In the comments area include a brief summary of your design choices and how they support your audience, mission & style
10. InDesign broadsheets parameters: 72p X 120p, 1p margins, 6-column grid
11. Photographs must be 200 dpi

12. Photos without credits can receive no higher than a 5 on their photograph score
13. Missing bylines and missing credits will result in no higher than a 5 on the news judgment score.
14. Photos used in teasers, mug shots or refers DO NOT need credits
15. Misspellings in display type can receive no higher than a 5 on the writing score

THE COURSE (Subject to change): See Sakai for assignment details

Week 1: Overview & Introductions

Readings: Week 1 Lesson

Aug. 24: Course overview; Introductions

ASSIGNMENT: Paper share, due Aug. 28

ASSIGNMENT: Subscription proof; due Sept. 4

Aug. 26: Lecture - Anatomy of Page

Aug. 28: **DUE: 5-minute paper share**

Week 2: News Judgment

Readings: Week 2 Lesson; Introduction to InDesign

Aug. 31: Synchronous Zoom group discussion – news judgment

ASSIGNMENT: Sketch the news, due Aug. 28

Sept. 2: Synchronous Zoom discussion – favorite designs

Sept. 4: Zoom office hours

DUE: Sketch the news

DUE: Subscription proof

Week 3: Introduction to InDesign & Layouts

Readings: Week 3 Lesson

Sept. 7: NO CLASS – LABOR DAY

Sept. 9: Introduction to InDesign (no formal Zoom class)

ASSIGNMENT: Four basic elements; due Sept. 11

Sept. 11: Zoom office hours

DUE: Four basic elements

Week 4: Building a Brand;

Readings: Week 4 Lesson

Sept. 14: Audience; Mission; Design Style; Content; Color, Typography; Photos

ASSIGNMENTS: Newspaper Demographics & Visual Brand – due Sept. 18

Sept. 16: Skill Challenge 1 – Headlines & captions

Sept. 18: Zoom office hours

DUE: Newspaper Demographics & Visual Brand

ASSIGNMENT: Flag & section design; draft due Sept. 23; final due Sept. 25

Week 5: Full-page Design

Readings: Week 5 Lesson

Sept. 21: Building an A-1 page

ASSIGNMENT: A-1 layout draft due Sept. 30; final due Oct. 2

Sept. 23: Zoom draft discussion

DUE: Flag & section design drafts

Sept. 25: Zoom office hours

DUE: Flag & section design final

Week 6: A-1 Design

Readings: Week 6 Lesson

Sept. 28: Skill Challenge 2 – Cropping photos (no formal Zoom class)

Sept. 30: Zoom draft discussion

DUE: A-1 page drafts

Oct. 2: Zoom office hours

DUE: A-1 page final

ASSIGNMENT: Features page; draft due Oct. 7; final due Oct. 9

Week 7: Photos & Photoshop

Readings: Week 7 Lesson

Oct. 5: Introduction to Photoshop

Oct. 7: Zoom draft discussion

DUE: Features page draft

Oct. 9: Zoom office hours

DUE: Features page final

ASSIGNMENT: Photo essay; draft due Oct. 19; final due Oct. 23

Week 8: Skill Challengepalooza (no Zoom meetings this week)

Readings: Week 8 Lesson

Oct. 12: Skill Challenge 3 – Cutouts & Package Design

Oct. 14: Skill Challenge 4 – Compact/Tabloid Design

Oct. 16: Skill Challenge 5 – Recreate; Zoom office hours

Week 9: Photos & Alternative Story Forms

Readings: Week 9 Lesson

Oct. 19: Zoom draft discussion

DUE: Photo Essay drafts

Oct. 21: Working with graphics

Oct. 23: Zoom office hours

DUE: Photo Essay final

Week 10: Illustrator; Final Project & Digital Design

Readings: Week 10 Lesson

Oct. 26: Introduction to Illustrator

ASSIGNMENT: Final Project due Dec. 8

Oct. 28: Web and Mobile design

Oct. 30: Skill Challenge 6 – Building Graphics; Zoom office hours

EXAM: The take-home opens today at 1 p.m.

Week 11: Exams – Breaking News & Special Coverage Design

Readings: Week 11 Lesson

Nov. 2: Exam Part I

Nov. 4: Exam Part II

Nov. 6: Exam Part III; Zoom office hours

Week 12: Final Project Planning

Readings: Week 12 Lesson

Nov. 9: One-on-One Group I

Nov. 11: One-on-One Group II

Nov. 13: One-on-One Group III; No Zoom office hours today

Week 13: Final Project Work (No Zoom meetings this week)

Readings: Week 13 Lesson

Nov. 16: Final Project Work

Nov. 18: Final Project Work

Nov. 20: Final Project Work; Zoom office hours

Week 14: Turkeys are birds that don't fly - crazy

Readings: Week 14 Lesson

Nov. 23 - 27: NO CLASSES – THANKSGIVING BREAK

Week 15: Final Project Drafts – Synchronous Zoom meetings on all 3 days this week

Readings: Week 15 Lesson

Nov. 30: Final Project Drafts Round I

Dec. 2: Final Project Drafts Round II

Dec. 4: Final Project Drafts Round III; No Zoom office hours today

Dec. 8: Tuesday, 1-3 p.m. Synchronous Final Project Presentations

APPENDIX A – NETIQUETTE

Proper classroom decorum cannot be abandoned due to our new virtual reality. Please follow the rules below so that we can all have a pleasant experience during our Zoom meetings.

1. **You're not really alone:** Remember, there other people on the other side of the computer, so please be respectful to them. Allow time for others to complete their comments before speaking.
2. **Use your Zoom tools to communicate:** When necessary, use the “raise your hand” feature if you have a question. You can also use the “Reaction” icons to like or applaud your classmates’ work or ideas. You may also be asked to respond in the affirmative to questions posed by the instructor. When activated, the chat feature is a useful tool to pose questions. This feature should only be used for discussions for the entire class.
3. **Recording is strictly prohibited:** Only the instructor has the ability to record sessions. This will only happen if a student provides a specific request from the SAC to do so. Illinois is a two-party state, and thus requires the permission of all parties to record.
4. **Be cautious with jokes and sarcasm:** There are no verbal or physical cues in a virtual space, so please be careful about attempts at humor.
5. **Listen. Read.:** It is easy to get distracted online. It is your responsibility to pay attention to comments made verbally or in the chat so that you don’t repeat comments or questions. Failure to do so will be reflected in your participation grade.
6. **Respect people’s privacy:** Keep the chat and other communications inside the class.
7. **Be visible. Be heard:** It is expected that you will arrive and remain on video for the duration of every Zoom session. This is an academic integrity issue. We must know who we are talking to and who is participating in discussion. If your computer allows for it, you are welcome to use an appropriate virtual background. If for any reason having your video on is a hardship, you must contact the instructor ahead of class. Use of non-verbal cue features may also be used when putting video (or audio) on mute. Also, please upload a photo of yourself to use in place of video, and use your actual name so that attendance can easily managed.
8. **Keep it relevant.** Only content pertaining to the course should be discussed during class.