

CURRICULUM PROPOSAL FORM  
University-Wide Undergraduate Curriculum Committee

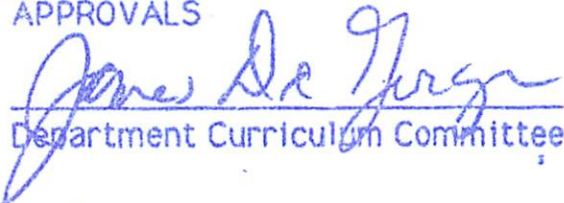
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Number 23 / \_\_\_\_\_  
Action \_\_\_\_\_  
Date \_\_\_\_\_

I. TITLE/AUTHOR OF PROPOSAL


COURSE/PROGRAM TITLE JN 327 LAYOUT, DESIGN AND PRODUCTION  
DEPARTMENT Department of Journalism  
CONTACT PERSON Dr. Patricia Heilman

II. APPROVALS

  
Department Curriculum Committee

  
Department Chairperson

  
College Curriculum Committee

  
College Dean

\_\_\_\_\_  
Director of Liberal Studies  
(where applicable)

\_\_\_\_\_  
Provost  
(where applicable)

\* COLLEGE DEAN MUST CONSULT WITH PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THAT THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, THAT ALL REQUESTS FOR RESOURCES, MADE AS PART OF THE PROPOSAL, CAN BE MET, AND THAT THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted \_\_\_\_\_ Semester/Year to be \_\_\_\_\_ Year to be published  
to UWUCC 11/89 Implemented Fall/1990 In Catalog 1990

#### IV. DESCRIPTION OF CURRICULUM CHANGE

##### 1. Catalog Description

JN 327 Layout, Design and Production

3 credits  
2 lecture hours  
3 lab hours  
2 c-3l-3sh

Prerequisite: JN 105

Provides basic techniques and theories of layout, design and production, including typography, copyfitting, photo/art cropping and scaling and steps in design process. Includes traditional paste-up and desktop publishing in the design of ads, newspapers, newsletters, brochures and magazines.

## 2. Summary of Revisions

With the installation of the Journalism computer lab in May 1989, it is now possible and necessary for this course to include a three-hour-per-week lab. Curricular content remains the same. The techniques/methods used to master that content have been updated to include computerization.



JN 327 Layout, Design and Production  
 Fall 1989  
 Instructor: Dr. Pat Heilman

Office: Sutton Hall 340  
 Office Phone: 357-2748  
 Home Phone: 349-5091  
 Office Hours: TTH - 11:30 - 1:00  
 MW - 10:30-11:30

### Purpose of the Course

Layout, Design and Production is an introductory course in the processes, purposes, methods and techniques of graphic communication. As such, the course is heavy on the technical skills and execution of projects. Included will be practice in the design of ads, newspapers, newsletters, brochures and magazines. It is hoped that the student will supplement his classroom learning with practical applications.

### Course Outline

- I. Graphic Communications
- II. History of Graphics and Printing Systems
- III. Advertising Design
- IV. Techniques of Proofreading
- V. Newspaper Typography and Design
- VI. Elements of Good Typography
- VII. Newsletter Design
- VIII. Legibility of Print
- IX. Copyfitting
- X. Brochure Design
- XI. Magazine Design and Layout
- XII. Paper, Color, Binding
- XIII. Printing Specifications and Bids

### Reading Assignments

Text: Conover, Theodore E. Graphic Communication Today. New York: West Publishing Co., 1985. (required)

Students are required to keep up with the text readings as scheduled in this syllabus. Lectures and class discussions will center on text material as well as outside materials.

A reading list will be provided for students to pursue study in this field or do extra credit work.

### Schedule

Sept. 12 Chapters 1 and 2; Chapter 10, pp. 182-187.

- 14 Chapters 3 and 4
- 19 Chapter 9
- 21 Chapter 5
- 26 Chapters 13 and 14
- Oct. 10 Chapter 10, pp. 173-182; Chapter 15
- 17 Chapter 10, pp. 188-193; Chapter 8
- 24 Midterm
- 26 Chapter 17
- Nov. 7 Chapter 16
- 14 Chapters 11 and 12
- 21 Chapter 6
- Dec. 7 Chapter 7

### Out-of-Class Assignments

1. Due Sept. 12

Select an ad, newspaper page, magazine spread or brochure. In a short paper (2-3 pages), describe what you think is attractive or distracting in the publication you selected. Be sure to include your opinion of color, paper, typeface, headlines, use of photos, etc. Please attach publication to your paper. (2 points)

2. Due Sept. 19

Choose an ad from a newspaper or magazine that you believe effectively uses layout and graphics to get the message across. In a brief paper (1-2 pages), explain how color, photographic techniques, typeface, type size, reverses, placement of elements, etc., accomplish the ad's goals. (3 points)

3. Due Sept. 28

Design print ad campaign for a fictitious product. Write headlines and body copy. Provide photos (from magazines) and art. Create three ads, using ad formats as discussed in class (i.e., picture window, mondrian,



copy-heavy, frame, etc.). Prepare "markups" as per instructions on pp. 168-169. (5 points)

4. Due Oct. 12 . . .

Design a newspaper. Invent audience and purpose. Prepare a front page for this newspaper. Insert headlines using presstype or exact tracings, indicating typeface, size and pattern of headline. Indicate by boxes where photos will appear. Draw lines to indicate caption placement. Design nameplate. Paste up "mock" body copy.

In a paper accompanying your layout, indicate typeface and size of body copy with reasons for selection of all typographic elements. Explain why these design choices are appropriate to newspaper's personality and audience. (10 points)

5. Due Oct. 26

Design and paste up a prototype for the front page and three inside pages of a newsletter for a company or organization of your choosing. Assume that your press capacity would be 11" x 17". Find headline type, body-type blocks, illustrations and other design elements in magazines, or you may use presstype and your own art. Use elements that resemble as closely as possible what you would specify in reality--such as ragged-right body type in the size you would select, if the newsletter is to be set ragged right. In a brief paper (2-3 pages) accompanying your assignment, justify your design choices. (10 points)

6. Due Nov. 17

Brochure design (an instruction sheet will be distributed in class at a later date). (10 points)

7. Due Dec. 14

Design four pages of a magazine (an instruction sheet will be distributed in class at a later date). (20 points)

Exams

Midterm -Oct. 24 - 20 points

Final - ? - 20 points

In-Class Assignments

Throughout the semester, students will be doing layouts in class as a preparation for out-of-class assignments and as a means of applying concepts to practice. These assignments will receive a mark of + or ✓ and may be used in the computation of the final grade.

These assignments must be turned in during class. There are no make-ups for in-class work.

### Extra Credit

A recommended reading list will be distributed to the class. Upon consultation with the instructor (no later than Dec. 1), a student may select one of the books from the list to read and from which to prepare a 5 to 10 minute class presentation on a major point. A five-page typed book review must be submitted at the time of the class presentation. (5 points)

### Please Note

Under no circumstances will late assignments be accepted. Assignments are due no later than the start of the class period. If you will not be in class on the day the assignment is due, make sure the assignment gets to class or to my office before class. Any assignment turned in at the journalism department office (344 Sutton Hall) must have time recorded and be signed by an authorized representative of the department. It is the student's responsibility to ensure that the instructor receives the assignment

All papers that accompany assignments must be typed, double-spaced. Untyped papers will not be accepted.

The student is responsible for all material and instructions discussed in class. Students should contact classmates to obtain materials distributed or discussed in class.

### Items Needed

- \*pica ruler
- \*photo-cropping wheel (also called proportion wheel)
- \*rubber cement
- \*scissors
- \*exacto-knife
- calculator
- \*matte board or railroad board (specific sizes will be discussed in class)
- \*two blank disks (3 1/2", DD, DS)

*\*These items are essential. Since sharing of these items slows down in-class work, each student must have these tools. Students will be instructed on days when these tools will be needed. There is no need to bring these tools to each class.*



## NEW SYLLABUS

### I. COURSE DESCRIPTION

JN 327 Layout, Design and Production

3 credits

2 lecture hours

Prerequisite: JN 105

3 lab hours

Provides basic techniques and theories of layout, design and production, including typography, copyfitting, photo/art cropping and scaling and steps in design process. Includes traditional paste-up and desktop publishing in the design of ads, newspapers, newsletters, brochures and magazines.

### II. COURSE OBJECTIVES

1. Students will know the importance of graphic communications in today's information society.
2. Students will master the mechanics of design in the areas of proofreading, type specifications, copyfitting, and sizing and scaling of art and photographs.
3. Students will demonstrate ability to blend mechanics and creativity in the execution of in-class and out-of-class projects.
4. Students will demonstrate an understanding of the business end of the industry through proper selection of papers, inks, printing processes and printers.

### III. COURSE OUTLINE

#### A. Graphic Communications (1 lecture)

From print era to mass media era

#### LAB 1: USING PAGEMAKER

#### B. History of Graphics and Printing Systems (2 lectures)

#### LAB 2: USING PAGEMAKER (cont.)

#### C. Advertising Design (2 lectures)

1. History of Advertising Design
  - Advertising as Art
  - Advertising as Communication
2. Advertising formats
  - When to use formats
  - How to use them

#### LAB 3: DESIGNING ADS



D. Techniques of Proofreading ( 2 lectures)

1. Steps in Copy Preparation Process
2. Proofreading exercise
3. Traits of the good proofreader

LAB 4: DESIGNING ADS (cont.)

E. Newspaper Typography and Design ( 4 lectures)

1. History of newspaper design  
slides and class presentation
2. Categories of newspaper design  
how to distinguish categories

LAB 5: NEWSPAPER MAKEUP

Choosing appropriate design

3. Doing Newspaper Page Design  
working with news schedules, headline schedules, photo assignments, copy schedules
4. Common Newspaper Design Problems  
explanation and demonstration of tombstoning, vertical splits, dutch wraps

LAB 6: NEWSPAPER DESIGN

F. Elements of Good Typography ( 2 lectures)

1. Psychology of typography
2. Legibility of print
3. Choosing styles and sizes
4. Measurement of type

LAB 7: NEWSLETTER DESIGN

G. Newsletter Design ( 2 lectures)

1. Growth of Newsletters
2. Types of Newsletters
3. Styles of Designs
4. Critique of Newsletters

LAB 8: NEWSLETTER DESIGN (cont.)

H. Copyfitting ( 3 lectures)

1. Problems requiring copyfitting
2. Four methods of copyfitting text type
3. Problems in each of four methods

LAB 9: BROCHURE DESIGN

## I. Brochure Design (3 lectures)

1. Types of brochures
2. Planning the publication
3. Writing for audience
4. Proportion of visuals to verbals
5. Choosing proper size
6. Order of presentation
7. Development of concept, visualization, thumbnails, rough and comprehensives

LAB 10: BROCHURE DESIGN (cont.)

LAB 11: BROCHURE DESIGN (cont.)

## J. Magazine Design and Layout (3 lectures)

1. History of magazines
2. Classifications of magazines
3. Economics -- importance of advertising
4. Using the grid system of design
5. Designing two-page spreads

LAB 12: MAGAZINE DESIGN

LAB 13: MAGAZINE DESIGN (cont.)

LAB 14: MAGAZINE DESIGN (cont.)

## K. Paper, Color, Binding (2 lectures)

1. Types of paper  
costs  
finishes
2. Selecting paper for budget and aesthetics  
economical cuts of paper  
"mock" glossy
3. Ink selection  
color schemes  
psychological impact of color
4. Types of bindery and costs

## L. Printing Specifications (2 lectures)

1. Bid process
2. Selecting the printer
3. Printing trade customs

#### IV. EVALUATION METHODS

The final grade for the course will be determined as follows:

- 40% Tests. Two objective tests (mid-term and final) consisting of multiple choice completion, true-false, short essay, and design problem correction.
- 60% Assignments. Each student will be expected to complete seven out-of-class assignments which will demonstrate proficiency in each of the design areas. Values of the assignments are weighted based on the difficulty level of each assignment.

#### V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Conover, Theodore E. Graphic Communication Today. New York: West Publishing Co., 1985.

Using Pagemaker. Seattle: Aldus Corporation, 1989.

#### VI. SPECIAL RESOURCE REQUIREMENTS

Each student will be expected to supply the following:

- pica ruler
- photo cropping wheel
- rubber cement
- scissors
- exacto-knife
- calculator
- matte board or railroad board
- two blank disks (3 1/2", DD, DS)

#### VII. BIBLIOGRAPHY (see attached)



#### 4. Rationale/Justification for the Revision

In student evaluations over the past few years, one comment was frequently made -- that students wanted more in-class time to work on projects so they would better understand design concepts for their out-of-class work. While the advances in technology (desktop publishing) allow students to experiment and explore design possibilities, the system also requires more in-class time to master its program applications. Since most practitioners now almost exclusively use desktop publishing (and more and more of our interns are asked if they know DTP), the inclusion of the laboratory will benefit students in both their learning of design and in their mastery of technology of their field.