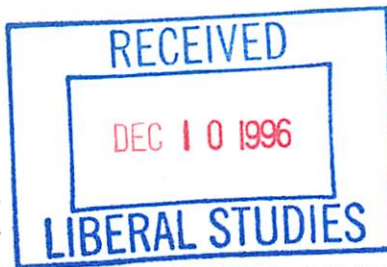LSC Use Only
Number:
Submission Date:
Action-Date:

UWUCC USE Only
Number: 96-43
Submission Date:
Action-Date: App 3/25/97
Senate App 4/29/97

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. **CONTACT**

Contact Person _Dr. Patricia I. Heilman_ Phone _3096_

Department _Journalism_

II. **PROPOSAL TYPE (Check All Appropriate Lines)**

_X_ **COURSE** _Publications Seminar_
Suggested 20 character title

    _X_ New Course* _JN427 Publications Seminar_
Course Number and Full Title

    ____ Course Revision _____
Course Number and Full Title

    ____ Liberal Studies Approval+ _____
for new or existing course   Course Number and Full Title

    ____ Course Deletion _____
Course Number and Full Title

    ____ Number and/or Title Change _____
Old Number and/or Full Old Title

_____
New Number and/or Full New Title

    ____ Course or Catalog Description Change _____
Course Number and Full Title

____ **PROGRAM:** ____ Major ____ Minor ____ Track

    ____ New Program* _____
Program Name

    ____ Program Revision* _____
Program Name

    ____ Program Deletion* _____
Program Name

    ____ Title Change _____
Old Program Name

_____
New Program Name

III. Approvals (signatures and date) 11/12/46

signature   _signature_ for S/a Mutm 11/25/9
Department Curriculum Committee   Department Chair

signature 12/4/96   _signature_ 12/4/96
College Curriculum Committee   College Dean

+Director of Liberal Studies (where applicable)   *Provost (where applicable)

1

I. Catalog Description

JN427 Publications
Prerequisite: JN327/Instructor Permission

3 credits
3C 0L 3SH

Provides advanced techniques and theories of publications design, including the legibility principles of typography, the psychological impact of color and paper, designing on-line publications, such as newspapers, newsletters and magazines. Students will also learn principles and concepts of publications management, including coping with deadline pressures and the creative disposition, and the marketing of pubications. The class will produce a total publication.

II. Course Objectives

1. Students will apply the concepts of graphic communication learned in JN327 to the production of a total publication.

2. Students will learn the psychological impact of typography, color and paper and how to apply that knowledge in creating a mood, character and feel for a publication.

3. Students will learn publications management skills, including human resource management and the creative temperament, publications flow and progress reporting, blending the business and creative sides of a publication and working with outside contractors.

4. Students will explore the organizational structure of the publications industry, including the demographics, marketing, circulation, distribution, advertising, art and editorial departments and the interactions among them.

5. Students will learn software applications appropriate to desktop publishing and the publications industry.

III. Course Outline

    A.   How We See - 1 week
        1.   Seeing and Perception
        2.   Light and Color
        3.   What the brain sees
        4.   Sensual and Perceptual Theories of Visual Communication
                a.   Gestalt
                b.   Constructivism
                c.   Ecological
                d.   Semiotics
                e.   Cognition

    B.   The Ethics of What We See - 2 weeks
        1.   The roles of persuasion and propaganda in visual communications
                a.   in advertising
                b.   in public relations
                c.   in news/editorial

2
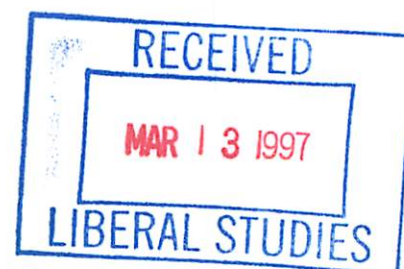
2.   Images that injure
       a.   visual/verbal stereotyping
       b.   media coverage and prejudicial thinking

3.   Perspectives for analyzing images
       a.   Personal
       b.   Historical
       c.   Technical
       d.   Ethical
       e.   Cultural
       f.   Critical

C.   The Art and the Science of Typography -- 3 weeks
    1.   History of Typography
       a.   Gutenberg started it all
       c.   Minimalist to Maximalist and Beyond
       d.   Our brains were trained by "Dick and Jane"
       e.   Typography and the World Wide Web: Print that Isn't

    2.   Psychology of Typography
       a.   Classifications of typefaces
       b.   Why Palatino isn't Helvetica
       c.   Annual reports and typographic splash: the bottom line

    3.   Legibility of Typography
       a.   Avoiding the fine print
       b.   Maximizing readability through legibility
       c.   DPIs and legibility: watching for desktop publishing disasters
       d.   Type for the bifocally and visually-impaired

D.   Graphic Design for Publications -- 3 weeks
    1.   From Bass, Bauhaus to Our House
       a.   History of graphic design in publications
       b.   Informational graphics and perception
       c.   "Doonesbury" or a comical approach to visual message sending

    2.   From Cut-and-Paste to Desktop Publishing to HTML
       a.   Technological changes in the publications industry
       b.   Designing for print and screen
       e.   Editing for print and screen

E.   Publication -- 3 weeks
    1.   History
       a.   Categories
       b.   vs. broadcasting
       c.   General Interest and specialized interest publications
       d.   Trade publications
       f.   Special genres

    2.   Organization
       a.   Editorial Department
       b.   Advertising Department
       c.   Production and Art Departments
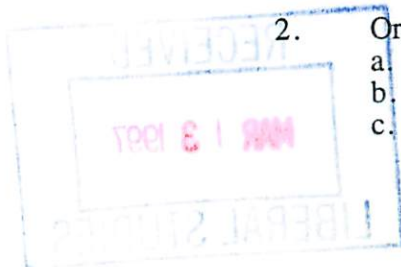
d.   Circulation and Subscription Departments
          e.   Marketing and Research Departments
          f.   The Business Department

    F.   The Future of the Industry -- 2 weeks
          1.   Surviving the on-line era
                a.   Death of some publicationc
                b.   Growth of others
                c.   Success of on-line publications?
          2.   Prescriptions for survival
                a.   Interactive publications
                b.   Merger with cable television
                c.   View on-line; print at home

IV. Evaluation Methods

1.   Each student will research the circulation (demographic and geographic) of a selected publication. Students will interview the advertising/marketing director on the promotional techniques used to maintain/increase circulation. Students will chart the circulation over a minimum five-year period and obtain information on the reasons for the increase/decrease. In addition to a written report, each student will prepare a classroom presentation on this information as if the class were the senior management of the publication.

2.   Each student will write a story for the class publication. The story idea must go through the publication's editorial staff and conform to the length prescribed by that staff. Each student will work with an assigned graphic journalist/photojournalist to produce an entire story package.

3.   Each student will work in a variety of roles such as writer, designer, art director, editor, photographer, compositor, etc., as the needs of the publication demand. Students will be judged in each selected role both on individual performance and team work.

4.   Each student will work on the marketing of the publication and/or the sale of advertisements with the goal of making the publication self-sufficient. The class will decide ad rates and/or subscription costs. Each student will contribute to and vote on the final marketing plan for the publication.

5.   Each student will be part of the final production of the publication, including the technical aspects of preparing the publication for the printer/on-line version. Again, students will be judged on their individual performance on the assigned task and their ability to work with other members of the team.

GRADING

40%   Individual writing, design, editing, research and presentation assignments.

40%   Performance as part of the team in selected and assigned roles.

20%   Quizzes, tests, final on assigned readings, class lectures, and group learning

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Since a portion of the grade is based on team work and performances, absences will affect a student's grade.

V. Reading Assignments

Texts: Lester, Paul Martin. _Visual Communication: Images with Messages._ Belmont, CA: Wadsworth Publishing, 1995.

Click, J. William and Russell N. Baird. _Magazine Editing and Production. 6th ed._ Madison, WI: Brown and Benchmark, 1994.

VI. Special Resource Requirements

This course will require certain software applications. The journalism department has current versions of these applications.

	e.	Marketing and Research Departments
	f.	The Business Department

F. The Future of the Industry -- 2 weeks
    1. Surviving the on-line era
        a. Death of some publicationc
        b. Growth of others
        c. Success of on-line publications?
    2. Prescriptions for survival
        a. Interactive publications
        b. Merger with cable television
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Magazines

Desktop Publishers Journal: National Association of Desktop Publishers

Technique: The How-to Guide to Successful Communications

Adobe Magazine (formerly *Aldus Magazine*)

Course Anaylsis Questionnaire

A. **Details of the Course**

A1   This course will be an elective in the B.A. in Journalism program.

A2   This course does not require changes in any other courses or programs in the department.

A3   This course may be offered this summer as a special topics course. A demand for an advanced course in visual journalism has existed since 1976.

A4   This course is not intended to be dual level.

A5   This course is not to be taken for variable credit.

A6   Similar courses are offered at many institutions offering undergraduate degrees in journalism. A sister institution, Bloomsburg University of Pennsylvania, has been offering a course in Magazine Design and Production for approximately 10 years. Penn State, the University of North Carolina at Chapel Hill, Syracuse University and Seton Hall University, among many others, offer courses such as this one.

A7   Two categories of the national accreditation organization (AEJMC: Association for Education in Journalism and Mass Communication) are titled: Visual Journalism and Magazine Journalism. Although courses in visual journalism and magazine journalism are not required for accreditation, these types of courses are strongly recommended by this accrediting body.

B. **Interdisciplinary Implications**

B1   This course will not be team taught.

B2   This course does not overlap with courses offered by other departments. The area of print journalism, including newspapers, newsletters, brochures and magazines, has always resided in the journalism department. A letter of support from the English Department is attached.

B3   Seats will not be provided for Continuing Education students.

C. **Implementation**

C1   No new faculty are needed to teach this course. One section of this course can be accommodated in Dr. Heilman's spring semester teaching schedule each year. In addition, a section may be offered in the summer as teaching rotations allow. The retirement of a faculty member and the shifting of course responsibilities has contributed to the department's decision to offer this course as an elective for journalism majors.

C2   a.   Current space allocations are adequate to offer this course.

b.   The department's computer lab is available to teach this class.

c.   The department's operating and ESF budget are sufficient to purchase supplies for this class.

9

d.   Library holdings are adequate. Resources for this course will be included in the department's annual library budget.

e.   No travel funds will be necessary.

C3   No grant funds are associated with this course.

C4   This course will be offered every year, usually in the spring semester.

C5   One section of this course will be offered at a time.

C6   Fifteen students will be accommodated in this course. The nature of this course, the number of top-of-the-line computers, and software site licenses restrict enrollment to this number.

C7   The Association for Education in Journalism and Mass Communication recommends an upper limit of 15 students in writing and computer-intensive classes.

D.   Miscellaneous

No additional information is necessary.

CATALOG DESCRIPTIONS

Bloomsburg University of Pennsylvania

Journ 27-446   Magazine Editing and Production   3 s.h.

Acquaints students with principles and techniques of magazine production including manuscript selection and editing, advertising design, production, circulation, promotion and various business operations. Study of the nature of magazines as part of a mass communication system. Each semester students produce a community/regional magazine.

University of Maryland

Journ 373   Graphics   3 s.h.

Initial analysis of the components of publication editing and design, type and typography, printing processes, illustration and production with emphasis on contemporary technology.

Northwestern University

325-C81-1,2 Magazine Editing I and II   3 s.h. each

Techniques of editing a business or consumer magazine, copy flow and processing, fact checking, story editing and planning, fundamentals of design.

The Pennsylvania State University

Journ 468   Graphic Applications in Print Communication

Issues of concepts and practice identified with contemporary design strategies for print journalism, advertising and public relations.

Shippensburg University of Pennsylvania

COM481   Desktop Publishing, Design   3 s.h.

Offers writers study in print communications with primary emphasis on desktop publishing (Mac) and the practical applications of basic contemporary design to printed materials such as newsletters, booklets, pamphlets and advertising messages.

Syracuse University

MAG 205   Introduction to Magazines   3 s.h.

Magazine industry, its history and impact on society. Editorial, advertising and circulation problems. Major report on a magazine of the student's choice.

MAG 507   Magazine Editing   3 s.h.

Editing and rewriting copy for magazines, headlines, decks, story organization, pictures, layout and dummy production.

MAG 509   Advanced Magazine Editing   3 s.h.

Problems and opportunities that magazine editors face each day. A variety of topics ranging from ethics to the repositioning of magazines in society.

From: GROVE::PHEILMAN   "HEILMAN"
To: JIM_MYERS
CC: PHEILMAN
Subj: Letter of support for JN427

From: GROVE::DMCCLURE   3-FEB-1997 13:43:00.37
To: PHEILMAN
CC: ME
Subj: Reaction to JN 427

JN 427 Publications Seminar, given its intense focus on the elements of layout
and design, does not significantly overlap offerings of the English Department.
Although certain editing and writing skills are taught by both departments, the
English Department sees differences in approach and technique between the two
departments. JN 427, in essance, does not duplicate nor overlap any course
within the English Department. In fact, the course may be of interest to
English majors who wish to add to their marketable skills.

                         Don McClure, Chair

From: GROVE::PHEILMAN   "HEILMAN"
To: GROVE::JRMYERS
CC: PHEILMAN
Subj: RE: JN 427 proposal

Jim,

It was not the department's intention that students take the course more than
once. The core of the course, as you know, remains the same with only the
publications' focus shifting.

Since most students who take this will be juniors/seniors, (because of the
prerequisite), I doubt this question will be raised very often.

Pat

        #238   25-FEB-1997 13:47:54.88   MAIL
From: GROVE::PHEILMAN   "HEILMAN"
To: JRMYERS
CC: PHEILMAN
Subj: JN427

        #1411   18-FEB-1997 14:57:45.48   MAIL
From: GROVE::JRMYERS   "Jim Myers"
To: PHEILMAN
CC: JRMYERS
Subj: JN 427

The revised JN 427 proposal was presented to and discussed by the UWUCC, and
the following issues and questions were raised.

1. The first related to the proposed course number which is not the typical
seminar number (420) and the format of the course which is not the typical
seminar format. Should the course be submitted as a regular course without
"seminar" in the title with the format as proposed; should the course be
renumbered 420 with more of a seminar format used; or should the proposal

Press RETURN for more...

        #238   25-FEB-1997 13:47:54.88   MAIL
remain as is with an explanation of the seminar title, proposed number, and
format?

RESPONSE: I would be amenable to dropping the word "seminar" from the title.
Let it read JN427 Publications.

2. The question of the need for letters of support from the following
departments arose: Art, Communication Media, and Computer Science. The
rationale for these letters was that each of these departments have a complete
or partial course on specific topics included in the proposed syllabus. These
letters of support might avoid some questions on the Senate floor.

RESPONSE: I have sent requests to the departments concerned, and resent the
requests today. Hopefully, I will hear soon.
3. Other questions/issues were much more specific.

a. on p.2 "Prerequisite: JN 327/Instructor Permission": Does the / mean "or"
or "and"? (we assume "or")

#238   25-FEB-1997 13:47:54.88   MAIL

RESPONSE: I meant "or." Some students with prior experience or coursework in other areas may be permitted to enroll.

b. on p.2, first paragraph, last line:
Misspelling of "pubications"

RESPONSE: Oops!
c. on p.2, first paragraph, first sentence: Is "legibility principles of typography" recognized terminology in journalism?

RESPONSE: Yes. The study of typography actually began in newspapers. A whole division of our professional/academic association deals with topics such as these.
d. on p.4, IV., 1.: Are these people availble for students to interview and is the circulation data for 5-years also available?

RESPONSE: Yes. The data is available in a number of sources in the reference

#238   25-FEB-1997 13:47:54.88   MAIL
interview the people in charge of circulation at such publications. Similar types of interview assignments are used in other journalism courses.

e. on p.4, IV., 2.: In the reference to "that staff", we assumed that these people were members of the class who were involved in the publication (Is this correct?)

RESPONSE: Yes.

f. on p.5, V.:
Should the statement "since a portion of the grade ..." be moved above the V. Reading Assignments so that it is the the IV. Evaluation Methods section?

RESPONSE: Yes. (I don't know how it got where it did!)

I realize that some of these questions are specific, and even picky, and they may reflect our ignorance of the subject matter; but it may be better to clear them up with us (UWUCC) than have to contend with them on the Senate floor.

Thanks for your help and your patience!
Jim

Note: I will make the changes in 1, 3 on a clean copy and forward to you shortly.

Pat

Patricia I. Heilman

From: GROVE::PHEILMAN   "HEILMAN"
To: JRMYERS
CC: PHEILMAN
Subj: JN427/from the Art Department

From: GROVE::TDEFURIO   26-FEB-1997 09:39:57.37
To: JODY_KUZNESKI
CC: PHEILMAN, ANTHONY_DEFURIO
Subj: JN 327/ Publications Seminar

Through this memo I am indicating the approval and support by the Department of
Art for the course JN 427: Publications Seminar. (Please disregard the course
number that may appear in the subject field of this memo. I inadvertently typed
in the pre-requisite number). I have checked with Mr. Robert Slenker who
is in charge of our Graphic Design program, and he does not see any conflict
with this course. If you have any further questions, or need a more extended
response, please let me know.

From: GROVE::PHEILMAN   "HEILMAN"
To: JRMYERS
CC: PHEILMAN
Subj: JN427

Jim,

I talked to Paul Kornfeld (teaches CM440 and 441). He agreed that what I would
be doing in JN427 does not overlap what he does in these two courses. I
suspect he will be sending me written confirmation of that conversation
shortly. But, it appears there will be no objection so this course can
continue through the process.

Thanks,

Pat