Publication Design & Layout
Journalism 4393 | Spring 2017

Tues. & Thurs., 9:30-10:50 a.m.   ARCH 319

Instructor: Dr. Erika Pribanic-Smith
Office: 2114 Fine Arts Building   **Phone:** 817-272-2163
Hours: Tues. & Thurs., 11 a.m. to noon & by appt.   **Email:** epsmith@uta.edu
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Note: Because of other department and university duties, office hours occasionally will be cancelled. Cancellations will be posted on the office door and, when possible, announced in class and/or via email.

Prerequisites: Prerequisite: COMM 2315 and JOUR 2346, 60 or more hours earned and permission of the department.

Course Description:
Introduction to the basics of design, layout, typography, color, and graphics for visual impact, story emphasis, and effective transmission of information in newspapers and magazines.

Student Learning Outcomes:

This course is intended to instruct students in the theoretical and practical applications of publication design. Students will learn the following:
- Historical context and current trends in publication design.
- Critical evaluation of publication designs.
- Principles, elements, and theories of publication design.
- Effective use of color, typography, and images.
- Strategies for developing and designing infographics and alternative story formats.
- How to use Adobe InDesign for publication layout.
- Professional opportunities in publication design.

Course Materials:
- Adobe InDesign CC Classroom in a Book [2015 release (2017 also acceptable); **strongly** encouraged if you no or limited knowledge of InDesign]
- White Space Is Not Your Enemy (2nd edition; recommended for those interested in design)
- Other readings as assigned by the instructor (provided on Blackboard).

Blackboard:
Although all course assignments will be submitted on Blackboard (http://elearn.uta.edu). Assignments not submitted to the proper slot on time will not be graded.

All course documents are posted to Blackboard for your reference.

All grades for individual course assignments, including in-class work, will be posted to Blackboard, and course averages will be posted there periodically. Please log in regularly to check grades and announcements. No grade information will be emailed. Students are expected to keep track of their performance throughout the semester on Blackboard and seek guidance if their grade drops below satisfactory levels.

Course Policies

Grade Calculation:

Assignment	% of grade	Grading scale
Class participation	30	A – 90-100 percent
Design projects	50	B – 80-89 percent
Tests	20	C – 70-79 percent
		D – 60-69 percent
		F – below 60 percent

CLASS PARTICIPATION: Class participation will be evaluated based on asking insightful questions and contributing informed, thoughtful comments to class discussions, as well as by completing workshops and submitting homework assignments. Readings as assigned in the syllabus should be read ahead of class to facilitate participation in discussions

MAJOR DESIGN PROJECTS: Students will complete two major design projects that will enable them to practice the techniques learned in class and demonstrate competence in those skills. Additional details will be provided as each assignment arises. Students will be given in-class (workshop) time to complete these assignments, but it is expected that students also will complete some work toward these assignments outside of class. Preliminary work toward each assignment will account for a small percentage of each design project grade.

TESTS: During the first five weeks of the course, students will complete two in-class design projects intended to test students' knowledge of basic design principals learned in class as well as InDesign skills. To perform well on these in-class assignments, students will need to acquire InDesign skills at an appropriate pace. Because of varying skill levels and the nature of the classroom space assigned for this semester, we will not be having detailed InDesign tutorials in class (except for a brief intro on day 2). Instead, students will be expected to work with the program on their own outside of class.

The course schedule offers a recommended timeline for skill acquisition, including skills needed for projects assigned after the second test. Students who have no/limited experience with InDesign are strongly encouraged to work through the specified tutorials in the Adobe InDesign book assigned under course materials (or the 2017 version). Students can not only read through the tutorials in the book but also access accompanying video instruction and download files to work through the tutorial themselves. However, students are welcome to use whatever resources they want to gain the specified skills (such as Adobe's free tutorials, YouTube, Lynda.com). If you don't use the Classroom in a Book, don't just watch/read the free resources; open up InDesign and PRACTICE. The best way to learn is by doing.

Students who need extra help learning InDesign skills should come by my office hours or schedule an appointment for one-on-one assistance.

Where to find InDesign: InDesign is installed in Mac and Windows labs in the Fine Arts Building and in Windows labs in the Architecture, Business, and Engineering buildings as well as the Maverick Activities Center. It is **NOT** available at the University Center or Library. Students who wish to purchase the app license may do so at http://www.adobe.com/products/indesign.html ($20/month just for InDesign without student discount or for the whole CC suite with student discount).

Grading procedures: Each assignment will include a rubric that explains exactly how the instructor will grade that assignment. Rubrics will be available on Blackboard at the time each assignment is made.

Attendance: At The University of Texas at Arlington, taking attendance is not required, but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance (see below). While UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors also will report when students stopped attending a course as part of the final grading process. Specifically, when assigning a

student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

As the instructor of this section, my philosophy is that students are to treat the class like a job; they are expected to attend every class and arrive on time. I treat my students like professionals. Employees who miss work do not get paid; students who miss class receive 0s for work completed in their absence.

Absences from class are neither excused nor unexcused. Students are given two personal/sick days to use at their discretion over the course of the semester for which their absences will not be penalized.

As with a job, excessive tardiness will not be tolerated. The instructor will keep track of tardiness and charge a student with an absence for every 50 minutes accumulated and remove participation points accordingly.

Late work: Working media professionals must adhere to deadlines. Those who miss deadlines find their jobs in jeopardy. Therefore, students are expected to adhere to deadlines as posted on the course syllabus, assignment sheets, and Blackboard. **<u>Late work will not be accepted</u>**. Blackboard assignment portals will close at the appointed deadline. Students who have not submitted their assignments to the proper assignment portal on Blackboard by the deadline will receive a 0.

Note that only **unexpected emergencies (such as a death, grave illness or debilitating injury)** will excuse a student from completing an assignment on time; because of the length of time students are given to complete assignments, they should plan accordingly for religious, personal or professional obligations that may arise around the time that an assignment is due.

In the event of an emergency, the student should contact the instructor as soon as possible to indicate that work will not be submitted on time. Please note that the instructor will not accept the assignment late without official documentation of one of the above-mentioned reasons.

Computer and Internet malfunctions will NOT be given consideration for late assignments. Students should give themselves plenty of time to complete assignments so that they may regroup in the wake of a technological snafu. Media professionals have to produce a product when it is expected, no matter what.

Work Expectations: Students often will be working on several projects and/or homework assignments at the same time in addition to keeping up with readings for class. University standard is to allow three hours of out-of-class work for every credit hour. This class will not exceed that, but expect to fully utilize your nine out-of-class hours per week to complete assignments for this class. Students can expect to produce content every week (if not every day) and to complete both out-of-class and in-class assignments. Students will need to begin their projects in advance and not start working on them the night before they are due. If students are struggling with the material or the workload, they should see the instructor during office hours to discuss it.

Behavior expectations: Students are expected to remain focused on the task at hand for the duration of class each day. Students will be asked to leave the class if they are engaging in any of the following activities:
- Using cellphones or Smartphones for ANY reason (except as required for in-class work). Keep it silenced and in your pocket/bag for the duration of class.
- Speaking out of turn.
- Studying or working on assignments for other classes.
- Reading any sort of print media (unless required to do so for a lab activity).
- Utilizing the computer for any reason other than in-class assignments.
   - When the class is not working on an assignment, keep the monitor off.
   - When the class IS working on an assignment, do not use the computer to check email or social media, surf the Web, IM, or anything else unrelated to the assignment.

<u>Students who are asked to leave will be counted as absent for that day (no freebie allowed) and will not be given an opportunity to make up missed work</u>.

Department, College, and University Policies

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session, as noted in the syllabus schedule. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. ***Students will not be automatically dropped for non-attendance***. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/ses/fao).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of ***a letter certified by the Office for Students with Disabilities (OSD).*** Only those students who have officially documented a need for an accommodation will have their request honored.

Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting OSD. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling OSD at 817-272-3364.

Counseling and Psychological Services (CAPS) is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems, and make positive changes in their lives. (www.uta.edu/caps/; 817-272-3671)

Non-Discrimination Policy: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.*

Title IX Policy: The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit* www.uta.edu/titleIX *or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at the University College website.

The IDEAS Center (2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor, email IDEAS@uta.edu or call (817) 272-6593.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located at the end of the hallway in either direction from the classroom. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Academic Integrity: All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Furthermore, students are expected to model the honest and ethical behavior in this course that they would be expected to follow as professional communicators. In addition to examples of cheating, plagiarism and collusion described in the student handbook, the following behaviors in this class also constitute academic dishonesty:
- Making up sources, information or quotes except as explicitly specified for certain class assignments
- Failing to properly attribute quotes and ideas to their sources
- Asking someone to lie about a student interviewing him or her
- Getting other people to write class assignments
- Lying to a source to get information
- Copying a published story or using information from a published news account, Web page, database, research paper or press release without proper attribution

Course Schedule & Due Dates

As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –Erika J. Pribanic-Smith

Week	Dates	Topics **Assignments** and **DUE DATES**	InDesign Skills Timeline *InDesign CC Book Tutorial*
1	Jan. 17	Course overview and introduction	
	Jan. 19	Getting to know the InDesign workspace	
2	Jan. 24	How did we get here? A little design history	Placing and formatting text and objects; working with styles – *Chapter 2*
	Jan. 26	Basic principles and elements of design	
3 *Feb. 1: CENSUS DATE*	Jan. 31	Layout grids & page layout don'ts	Manipulating text and object frames; creating multi-column text frames; wrapping text around objects; adding photo captions from metadata – *Chapter 4*
	Feb. 2	Test #1	
4	Feb. 7	Using color effectively	Color (swatches, methods of applying color, applying gradients) **– *Chapter 8***
	Feb. 9	Effective use of type	
5	Feb. 14	Working with photos & illustrations	Typography (glyphs, drop caps, tracking & kerning, indents, balancing columns, adding headlines) *Chapter 7*
	Feb. 16	Test #2	
6	Feb. 21	Newspaper design elements **Newspaper project & dummies assigned**	Master pages and page numbers – *Chapter 3*
	Feb. 23	Newspaper sections and features	
7	Feb. 28	Newspaper case study discussion	Flowing text, adjusting columns, and adding jumplines *Chapter 5*
	March 2	Newspaper dummy workshop	
8	March 7-9	One-on-one meetings (in my office) – BRING DUMMIES	Adding and formatting tables – *Chapter 11*
	March 14-16	**SPRING BREAK – NO CLASS**	
9	March 21	Infographics	
	March 23	Newspaper project design workshop	
10 *March 31: LAST DAY TO DROP*	March 28	Newspaper project peer critiques	
	March 30	Newspaper project design workshop **DUE (11:59 P.M.): NEWSPAPER PROJECT**	

11	April 4	Magazine intro, covers **Magazine project & dummies assigned**	Importing and modifying graphics – *Chapter 10*
	April 6	Magazine feature wells	
12	April 11	Magazine FOBs and BOBs	
	April 13	Alternative Story Formats	
13	April 18	Magazine case study discussion	
	April 20	Magazine dummy workshop	
14	April 25-27	One-on-one meetings (in my office) – BRING DUMMIES ** When you're not scheduled to meet, please be working on your project. **	
15	May 2	Magazine project design workshop	
	May 4	Magazine project peer critiques	
FINAL	May 9	**DUE (11:59 P.M.): MAGAZINE PROJECT**	