

Publication Design & Layout

Journalism 4393 | Spring 2018

Tues. & Thurs., 2-3:20 a.m.

FAB 409

Instructor: Dr. Erika Pribanic-Smith

Office: 2114 Fine Arts Building

Hours: Tues. & Thurs., 11 a.m. to noon & by appt.

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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 journalism 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.
- How to use Adobe InDesign for publication layout.
- Professional opportunities in publication design.

Course Materials:

- Adobe InDesign CC Classroom in a Book (2017 release)
- White Space Is Not Your Enemy (2nd edition)
- 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	50	A – 90-100 percent
Design projects	50	B – 80-89 percent
		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 in-class assignments/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.

A note about InDesign: To effectively complete in-class assignments and major projects, 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. Instead, students will be expected to work with the program on their own outside of class.

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 with a student discount at <http://www.adobe.com/products/indesign.html>.

The course schedule offers a timeline for specific skill acquisition. Students are strongly encouraged to work through the specified tutorials in the Adobe InDesign book. 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.

In-class assignments will offer an opportunity to PRACTICE skills they've learned on their own, but although I will be around to offer assistance, the time should be used to work on the assignment, not learn the skills needed to complete it. Students will need to learn the skills BEFORE working on the assignments. Students who need extra help learning InDesign skills should come by my office hours or schedule an appointment for one-on-one assistance.

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. **Late work will not be accepted.** 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.

Effective communication requires practice, so 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.
 - o When the class is not working on an assignment, keep the monitor off.
 - o 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.

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.

