

News Design

Comm 2210-M/W/F 10:20-11:15 a.m.

Autumn 2013~Journalism 281

Professor: Nicole Kraft

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Office hours: Tuesday 11:30-1:30 (Derby), W 11:30 a.m.-1:30 p.m. (Journalism)

Texts: The Newspaper Designer's Handbook by Tim Harrower, 6th ed., 2007
Adobe InDesign CS6, Classroom in a Book, Adobe Press, 2007 (available online—access instructions on Carmen)

Things you will need: 1 GB USB flash drive
E-mail account you check AT LEAST once daily
Computer (including Internet and word processing) access
Sign up for our Facebook page
(www.facebook.com/OSUComm2210), as well class blog,
(<http://nicolekraftosu.wordpress.com/>)

Please also read print versions of Lantern and Columbus Dispatch, and read as many newspapers and magazines as you can so we can star to see design concepts, trends and opportunities.

COURSE DESCRIPTION

This course will provide a basic overview of various forms of visual communication with an emphasis on designing for print. We will explore design principles, perception, critical evaluation, ethics and creativity as they relate to visual media.

OBJECTIVES

- develop a sense of visual literacy
- understand principles of news design
- be able to evaluate good and bad design
- be able to design an effective newspaper/magazine layout
- show competence with InDesign CS6 as it relates to basic print design

GRADING & PROFESSIONALISM

In this class you will be graded primarily on your design and revisions, and how you work as a designer with me, your editor. It's very important to me that you be in class to learn and be professional while you are here—no texting, tweeting, Facebooking or surfing the web while in class; participating fully in class projects, discussions and critiques. Due to our adherence to deadlines (something every journalist faces in the real world) late assignments or make-up exams are not accepted unless PRIOR permission is worked out with me. Fact and style errors, and misspellings are also VERY important in the pursuit of journalistic skill so they are weighted heavily in this class. Fabrication and/or plagiarism of any material is completely

unacceptable in journalism, and I have no choice but to issue an immediate "E" in the course if that happens

Students will be expected to come to class prepared to work and will be expected to work diligently throughout the course's duration. Students should be prepared to present their work at any time. Many of the project resources will be delivered online, so you must have access to the Internet and a working OSU e-mail address.

Class Participation/Critiques/Presentations

In this class you will be required to participate in many presentations and critiques. At the end of each presentation there will be an amount of time dedicated to critique. This is an opportunity for each group to get feedback from colleagues and the instructor. It is also an opportunity for students to use what they are learning about design in a practical situation. Please plan to participate during critiques.

Tutorials/Homework

Training for InDesign will take place out of class and in class. Time will be reserved for your introduction to InDesign at the Digital Union in Hagerty Hall (a signup will be provided). Time will be given in class to work on assignment, but outside time may be required. The best site for such work if you do not have the Adobe Creative Suite is the Digital Union. Assignments will be submitted through Carmen on the due date. The dropbox will close on the due date and late assignments will not be accepted.

Grading

Here is a breakdown of your assignments and the point opportunities they provide:

InDesign work at Digital Union & Participation	10 pts
Newspaper feature Story	10
Newspaper front page	10
Newspaper secondary page	20
Online newspaper front page	20
Final Project	30 pts
Total points	100 pts

Late assignments will be edited by not awarded any points.

GRADING SCALE:

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	E	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

EXTRA CREDIT

I will let you know of any School of Communication research opportunities, and each study you COMPLETE will be worth 1 extra credit point (up to a maximum of 3 points. There will also be other extra credit opportunities this semester, but the max for the entire course is 3 points.

Projects (60 points total)

Our goal is to provide you with experience designing a variety of print projects that will be applicable no matter what area of communication in which you work.

Our projects will include designing the many types of news pages that would come with a designer job, including:

- **Newspaper feature story (10 points):** Those same design principles will be put to use in a newspaper design that will incorporate type, art work and design elements like headlines, pull quotes, cutlines, etc.
- **Newspaper front page (10 points):** We will tackle a design of The Lantern in this assignment, and will utilize copy and photos to create an entire front page, including headlines, pull quotes, graphics, etc.
- **Newspaper secondary front page (20 points):** You will let your creativity fly with this opportunity to use text, graphics, art and any Photoshop photo techniques that fit our journalistic ethics to create a standalone page for a secondary section of a newspaper, like Life, Arts, Entertainment, Business, Sports.
- **Online newspaper front page: (20 points)** You dummy in InDesign your newspaper's front page as it would take web form.

Final Project (30 points)

You will, in pairs or individually, use all your skills to either:

1. redesign the Lantern
2. design the shell of Ohio State student magazine

OFFICE HOURS

My office hours are listed on the front of the syllabus, and I would love to meet with you to get you extra, one-on-one assistance.

Safe & Healthy

Keeping students healthy and preventing the spread of illness is important to The Ohio State University. Students are encouraged to stay home if they are sick and may be asked to leave class if they are coughing/sneezing. Students who are sick and cannot attend class must contact Prof. Kraft *BEFORE class* to receive class any materials and turn in assignments via the drop box or e-mail. If you do not notify me, your assignment will not be accepted.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-31-02). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Special Accommodations

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

Weekly schedule

Week	Date	Topic	Reading (due before class)/exercise	Due
1	W 8/21	Intro to class—Assignment planning		
	F 8/23	Intro to InDesign	Reading: Newspaper: Intro, Chapter 1 (pages 2-42)	Find an example of good newspaper or magazine design. Be ready to discuss 8/26.
2	M 8/26	News design fundamentals and trends	Reading: Newspaper: Chapter 2 (story design)	In Class newspaper critique
	W 8/28	Going on the Grid	News story assigned	Assignment: Find an example of bad newspaper or magazine design. Be ready to discuss 8/30.
	F 8/30	Feeling Fonts Headlines and cutlines	Reading: Chapter 3 (page design, 74-106)	
3	M 9/2	LABOR DAY-NO CLASS		
	W 9/4	Photos	Reading (Chapter 4 110-143)	Find an example of bad newspaper or magazine design. Be ready to discuss 9/6.
	F 9/6	IN CLASS WORK	Work on news article	
4	M 9/9	In class critiques		NEWS FEATURE DUE
	W 9/11	Design Don'ts	Reading: Chapter 5 (nuts & bolts, 146-160)	
	F 9/13	Going modular		
5	M 9/16	Page one study	Discuss assignment 2=newspaper front page	NEWS FEATURE REVISION DUE
	W 9/18	Brainstorm newspaper front page	Reading: Chapter 6 (Graphics and Sidebars 162-193)	
	F 9/20	Photo placement		
6	M 9/23	Jump! Fitting stories and art		
	W 9/25	Headlines, pull quotes, libraries		
	F 9/27	Work on front page design		NEWS FRONT PAGE DUE
7	M 9/30	News front page critiques		
	W 10/2	Photo pages	Reading: Chapter 7 (Special effects 196-216)	

	F 10/4	Ancillary opportunity: sidebars, pull quotes, quizzes	Bring draft of newspaper design	NEWS FRONT PAGE REVISION DUE
8	M 10/7	Review feature layouts		
	W 10/9	Brainstorm your feature front page	Reading: Chapter 8 (Redesign 220-231)	Bring examples to emulate
	F 10/11	Begin newspaper front page design		
9	M 10/14	Printing		
	W 10/16	newspaper feature page work		
	F 10/18	newspaper feature page work		NEWSPAPER SECONDARY PAGE DUE
10	M 10/21	newspaper feature page critiques		
	W 10/23	newspaper feature page critiques/revision work		
	F 10/25	newspaper feature page revision		NEWSPAPER SECONDARY PAGE REVISION DUE
11	M 10/28	Brainstorm online page		Bring examples to emulate
	W 10/30	Color		
	F 11/1	Online newspaper work		ONLINE NEWSPAPER DUE
12	M 11/4	Online newspaper critique		
	W 11/6	Final Project brainstorming		
	F 11/8	Final Project Work		
13	M 11/11	VETERAN'S DAY-NO CLASS		
	W 11/13	Final Project Work		
	F 11/15	Final Project Work		
14	M 11/18	Final Project Work		
	W 11/20	Final Project presentations		Bring Final Project draft
	F 11/22	Final Project Presentations		Bring Final Project draft
15	M 11/25	Ethics		
	W 11/27	THANKGIVING BREAK		
	F 11/29	THANKSGIVING BREAK		

16	M 12/2	Final Project critique		
Final	Thursd ay 12/5 10- 11:45 am	Final Project Revision Due		FINAL PROJECT DUE