

## Syllabus

JOUR-3160-001

# Newspaper Design

Spring 2001

MWF  
10:25-11:20 a.m.  
Rm. 149  
Warf-Pickel Hall

Instructor: Jack Mooney, Ph.D.  
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Warf-Pickel Hall  
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### Required Text:

Moen, Daryl. *Newspaper Layout and Design: A Team Approach*, 3<sup>rd</sup> ed. Iowa State University Press, 1995.

### Supplemental Text:

Harrower, Tim. *Newspaper Designer's Handbook*, 4<sup>th</sup> ed. William C. Brown, 1997.

### Particulars:

The next decade, it has been said by more than one design authority, will be the decade of the copyeditor/designer. During this course, we will edit and design pages of both broadsheet and tabloid newspapers using Macintosh computers, QuarkXPress, Photoshop, Illustrator and Excel.

We will edit copy, determine space, write heads, crop and size photos, prepare art and design the major sections of a paper. We will work with various designs, but will concentrate on modular layout. At the end of the course, we should have an understanding of newspaper design and feel comfortable utilizing the techniques.

During the semester we will be designing and lay out the class project, the bilingual newspaper, *El Nuevo Review*, as part of the Kellogg Partnership Program with the community of Hawkins and Hancock counties.

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The course includes lectures, lab work, outside assignments, and tests and quizzes. A schedule is on the following page.

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We probably will take a field trip or two to newspapers to see various techniques used in designing newspapers.

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Assignments and tests are given a certain number of points. At the end of the semester the points are added and computed against the class average.

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Incompletes and irregularities in class work are subject to the rules and guidelines set forth by the College of Arts and Sciences.

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Because of the nature of this course attendance is relevant, and more than three unexcused absences will be considered in the final grade.

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Newspapers: Part of the assignments involve newspapers from outside the region which can be found in the Sherrod Library and Books-a-Million book store.

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Tools: You will need a proportion wheel, pica rule and Zip disk.

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Holidays: Jan. 15- Dr. Martin Luther King Jr. Day Observed  
March 12-16 – Spring Break  
April 13 – Good Friday

<u>Grading Scale:</u>	93-100	= A
	90-92	= A-
	87-89	= B+
	83-86	= B
	80-82	= B-
	77-79	= C+
	73-76	= C
	70-72	= C-
	67-69	= D+
	60-66	= D
	00-59	= F

<b>Date</b>	<b>Topic</b>	<b>Exercises</b>	<b>Moen</b>	<b>Harrower</b>
Jan. 8-12	Introduction			
Jan. 15	MLK Holiday			
Jan. 17-19	Language of Layout & Design	Dummies and Planning	Chpts. 1-4	Chpt. 1 Fundamentals
Jan. 22-26	Type		Chpts. 8-10	Chpt.5 Nuts & Bolts
Jan. 29-Feb. 2	<b>Test # 1</b>			
Feb. 5-9	Illustrations	Proportion Wheel Charts/Cities	Chpt.5	Chpt.4 Photos
Feb. 12-16	Graphics	Crash	Chpts. 6-7	
Feb. 19-23	<b>Tests #2</b>	Photo Feature		
Feb. 26-Mar. 2	Tabs & Sunday Magazines	Tab Layout	Chpt. 15	Chpt. 2 Story Design
March 5-9	College Papers	ET Broadsheet	Chpt. 14	Chpt.3 Page Design
March 12-16	<b>Spring Break</b>			
March 19-23	Redesign	Krishna Layout	Chpt. 17	
March 26-30	<b>Test #3</b>			
April 2-6	Advertising	Herald-Leader	Chpt. 16	Chpt. 6 Graphics & Sidebars
April 9-11	Color	Summer Front	Chpt.11	
April 13	<b>Good Friday</b>			
April 16-20	Sections	Sports Front	Chpt. 18	
April 23-27	Accessories	<i>El Nuevo Review</i> Completed	Chpt. 19	Chpt. 7 Special Effects
May 2 (8-10am)	<b>Final</b>			