NEWS GRAPHICS 306

Class Meets: Wednesdays – 7 p.m. – 9:40 p.m. Weinstein Lab, Room 418

Instructor: Steve Hedberg
Instructor Office Hours: 20 minutes before and after class.
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Course Description

This course will lay the groundwork to enable you to compose various pages of a newspaper and a magazine using Adobe InDesign and Photoshop in the computer lab. The basics of editorial design will be your springboard to web design and other digital formats, a topic we will compare and contrast with print design throughout the course.

During the semester you will learn how typography, color, photography and other tools are used to communicate news and features to the reader. You will learn to be a visual storyteller and understand the importance of good design. The course will familiarize you with the grid system, publication navigation and the importance of visual hierarchy.

Class discussions will include ethical issues regarding photos, story positioning, headlines, teasers, pull quotes and representing diversity on the page. We will critique magazines, newspapers, digital publications and Web pages and learn how to troubleshoot common layout and design problems, as well as sharpen your skills in spotting and eliminating mistakes. You will be asked to produce multiple newspaper, magazine and online layouts including a cover, feature, front page, lifestyle page, column page, a website homepage, an infographic, a photo essay and a page without art. You will gain an understanding of the technical aspects of producing a publication, and how to do so on a deadline.

In the end you will have a better understanding of what makes great editorial design and how those fundamentals translate to an outstanding layout. If you do well, you will leave with skills and a portfolio that will help you in your search for a job or internship.

Required Reading
(Available at Amazon.com)

Recommended Reading

“Pure Design,” Miller Media, 2002 or available online at:
http://issuu.com/mariogarcia/docs/mario_garcia_pure_design

Online resources
www.newseum.org/todaysfrontpages
http://www.thepaperboy.com/frontpages/
We will discuss more about this in class.

There will be additional readings assigned during the semester.

Computers and file saving
You are responsible for your files. Be sure to use a flash drive to back up all of your work. A flash drive with a storage capacity of 4 gigabytes is recommended. Do not use lab computers to
save your work, and redundancy in backups is never a bad thing! In the end, excuses for lost files will not be accepted.

Computers go down and files are lost. Don’t procrastinate. Time is needed to recover from unexpected issues.

**Grading**

**Quizzes, critiques and write-ups: 25 percent of total grade.** Quizzes will be given on reading assignments. Students will be assigned write-up assignments or asked to bring in design examples relevant to the topics in discussion. For example, you may be asked to bring two newspaper pages that demonstrate strong page composition and two examples that show flawed page composition. You will be expected to articulate your findings either verbally or in written form per the instructors request.

**Lab work and weekly projects: 35 percent of grade.** There will be several projects incorporating what we have learned in the classroom and from assigned readings. Your grade for each project will be based on accuracy, use of typography and photos, appeal to readers, and proper use of what you have learned. Work should be clean and professional looking. The highest grade will reflect efforts that go beyond what is asked for in a lab project.

**Mid-Term Project: 15 percent of grade.** You will design and assemble several pages of a newspaper.

**Final Project: 25 percent of grade.** For your final independent project, you will create a multiple-page magazine package of your choice along with an online component. You may choose your topic and magazine title and then run it by me for approval. You will design a front cover along with selected interior pages. Plus, you will develop an online component to accompany the printed piece. You will be required to incorporate a list of story-telling and graphic components into your pages.

**Important:** You will be graded based on your performance — no grade will go unearned.

**Grading scale:**

90-100: A (clearly superior work)
80-89: B (above average work)
70-79: C (average work)
60-69: D (below average work)
59 and under: F (failing)

**Attendance**

This class is intended to give you hands-on, real-time experience. As such you must arrive and complete your assignments on time. If you are absent from class, zero marks will be given for quizzes, in-class lab work, critiques and write-up assignments. Makeup grades will only be considered in the case of an officially excused absence. If you have to miss a class, let me know in advance.

Homework assignments are due at the beginning of class. I will deduct 10 points from your grade for each day your work is late. Work submitted later than the class start time will be considered one day late. If an assignment is more than three days late, you will receive a zero.
Show up to every class and I'll drop the two lowest grades from the quiz, write-up and critique category.

**Plagiarism, cheating and dishonesty**
You will be held to the highest professional standards in this class and committing a dishonest act, such as handing in work that is not your own, will not be tolerated. Please familiarize yourself with the university’s honor code policy.

You will use other source materials when composing your layouts, and all works must be properly credited. If you have any questions about the use of someone's work on your page—graphic, picture, chart, quote, headline, typography, etc. -- please ask me and I will gladly help.

**Proposed Schedule of Topics** *(subject to change)*
Jan 15: Class intro and syllabus review/InDesign starter
Jan 22: The basic elements/typography
Jan 29: The grid/story design
Feb 5: Story design and page design
Feb 12: Page design/Photoshop
Feb 19: The front page/feature pages
Feb 26: Taking the story online
Mar 5 Mid-term project due
Mar 12 (SPRING BREAK)
Mar 19: Story telling: headline and image
Mar 26: Story telling: photo page
Apr 2: Magazine feature spread
Apr 9: The magazine cover
Apr 16: The home page
Apr 23: Enhancing the readers’ experience: online components
Apr 30 Final project due