

SPRING SEMESTER
59 Carroll Hall
Mondays and Wednesdays
09.00-10.50 a.m.

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Office Hours
Tuesdays and Thursdays, 9-10 a.m.
and by appointment

JOMC185

Publication Design

The Shape of Newspapers and Magazines



A story in a newspaper or magazine that catches the reader's attention must be well written, but it is also essential that its visual presentation, the way that it is structured and combined with graphic elements, is appealing and readable.

In JOMC185 we will take an in-depth look at the techniques and tools used for producing well-designed newspaper and magazine pages. We will be creating several projects that will give you a better understanding of this field.

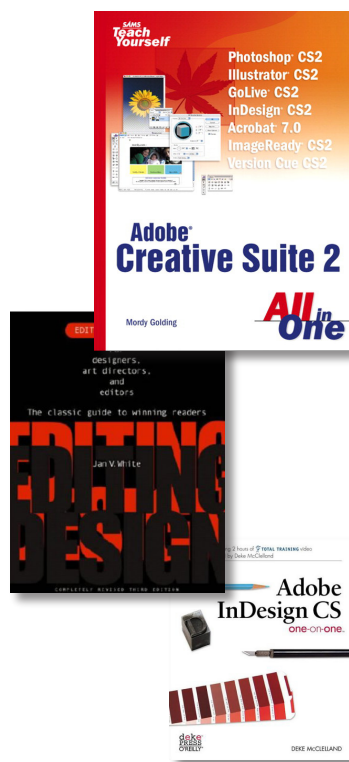
Description and policies

Course description

In Publication Design you will learn to use the principles of page design for daily, weekly and monthly publications.

During this class you will learn to use **Adobe InDesign**, one of the leading programs in the desktop publishing field that it is becoming increasingly prevalent in newsrooms worldwide. You will master this software by completing class exercises and projects. Therefore, attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you need to miss a class, it is your responsibility to advise me in advance and to make up the work.

I expect that you will conduct yourselves within the guidelines of the UNC-CH Honor Code. All work must be completed with the high level of honesty and integrity that this University demands.

*Required reading*

Sams Teach Yourself Adobe CS2 All in One
Mordy Golding - Sams (2005)

Recommended reading

Editing by Design
Jan V. White - Allworth Press (2003)

Adobe InDesign CS one-on-one
Deke McClelland - Deke Press/O'Reilly (2004)

Items to purchase

CDs and USB stick

Remember that you are responsible for backing up your work. No deadline will be extended due to loss of data.

Assignments and grading

Grading

This is a project-oriented course. Therefore, the grading will be based on **four In-class/Take-home projects** (newspaper page, features spread, front page and magazine cover) and one **Final project** (magazine layout).

Components

	Value
Project 1: Newspaper page	150
Project 2: Newspaper features spread	150
Project 3: Newspaper front pages	150
Project 4: Magazine covers	150
Final Project: Magazine Layout	400
Total	1000

Scale

Points	Grade
930-1000	A
900-929	A-
880-899	B+
830-879	B
800-829	B-
780-799	C+
730-779	C
700-729	C-
680-699	D+
630-679	D
600-629	D-
599 and below	F

Notes

Please, be aware that I reserve the right to change grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

It will be to your advantage to participate by bringing examples of newspaper and magazines page designs to class for further discussion. The main goal of this course is that you create a small and compact page design portfolio but it is also intended to provide you with the skills for being aware of the virtues and flaws of everyday journalistic layouts.

Assignments and grading

Grading criteria: In-lab exercises and projects

During the course we will be completing several **lab exercises**. These exercises will not be graded, they are intended to give you a better understanding of the software and to get you ready for the **five projects**. However, if their quality is exceptional, they can be considered for raising grades in particular cases. We will do in-class reviews both of exercises and projects.

Be prepared to work on projects out of class time. You will be able to work during sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. And remember that I will be available to help you.

There are several expectations that you should meet in order to get a high grade. These are the general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Overall spatial organization, structure of the elements on the page, whether they are text legs, photos or graphics
3. Informative use of color or grays
4. Thoughtful choice of type
5. Aesthetic design choices in general
6. Creativity

Detailed guidelines and specific grading criteria for the projects will be provided in class.

Out of class exercises

I will be glad to review other out of class exercises. We can do it during office hours or by appointment if you are interested. However, it is very important for you to remember that **these exercises will not be considered whatsoever for your final grade.**

Course calendar

		<i>Discussion</i>	<i>Practice</i>
<i>January</i>	Wednesday 11	Introduction to the course, orientation to the lab, setting goals, complete student survey	---
	Monday 16	UNIVERSITY HOLIDAY	---
	Wednesday 18	Introduction to newspaper and magazine design. Newspaper terms	In-Lab Exercise
	Monday 23	<i>To prepare due before class begins</i> Bring in magazine example (cover or interior pages) that you find interesting either because is well designed or because it is not. <i>Discussion</i> About the pages you brought	In-Lab Exercise
	Wednesday 25	Publication planning: grids and dummies	In-Lab Exercise
	Monday 30	<i>Read due before class begins</i> <i>The impact of the compact</i> (http://www.garcia-media.com/files/GM_whitepaper050505.pdf), by Mario Garcia <i>Discussion</i> Newspaper formats	In-Lab Exercise
<i>February</i>	Wednesday 1	Page layouts I	In-Lab Exercise
	Monday 6	Page layouts II	In-Lab Exercise
	Wednesday 8	Page layouts III <i>Discussion</i> First project introduction	<i>First project</i>
	Monday 13	---	<i>First project</i>
	Wednesday 15	Typography	<i>First project</i> <i>Due</i> First project
	Monday 20	---	In-Lab Exercise
	Wednesday 22	Front pages	In-Lab Exercise
	Monday 27	<i>Discussion</i> Second and third projects introduction	<i>Second project</i>
<i>March</i>	Wednesday 1	---	<i>Second project</i>
	Monday 6	---	<i>Second project</i> <i>Due</i> Second project
	Wednesday 8	---	<i>Third project</i>

Course calendar

	<i>Discussion</i>	<i>Practice</i>
Monday 13	SPRING BREAK	--
Wednesday 15	SPRING BREAK	--
Monday 20	---	<i>Third project</i>
Wednesday 22	<i>Lecture</i> Newspaper and magazine design history	<i>Third project</i> <i>Due</i> Third project
Monday 27	---	In-Lab Exercise
Wednesday 29	---	In-Lab Exercise
<i>April</i> Monday 3	<i>Lecture</i> Magazine Design I	In-Lab Exercise
Wednesday 5	<i>Lecture</i> Magazine Design II <i>Discussion</i> Fourth and final projects overview	<i>Fourth project</i>
Monday 10	---	<i>Fourth project</i>
Wednesday 12	---	<i>Fourth project</i> <i>Due</i> Fourth project
Monday 17	---	<i>Final project</i>
Wednesday 19	---	<i>Final project</i>
Monday 24	---	<i>Final project</i>
Wednesday 26	---	<i>Final project</i>
	---	<i>Final project</i> <i>Due</i> Final project