

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	International Journalism and Media
FHEQ Level:	6
Course Title:	Publications Layout
Course Code:	JRN 6200
Course Leader:	Dr. Eunice Goes
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	FALL
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course prepares journalism students to understand and master publication layout for print and online publication. Students will be taught advanced layout skills and techniques using Adobe InDesign through three major assignments as well as a number of small individual presentations and readings. By the end of this course, graduating seniors will have a number of high-quality documents to include in both their online and printed portfolios to aid in the graduate job search. Work created in this course will also be professionally presented to a panel of faculty and hosted on the Richmond University website. Previous experience with other Adobe CS products is recommended as this course assumes basic Adobe and Apple Mac familiarity.

Pre-requisites: ADM 6425

Aims and Objectives:

This course will help students to consolidate their publications layout skills. This course is designed to integrate with other IJM courses as written work completed in these classes may provide the basis of the final piece of design work. The emphasis of the course will be on practical skills, and in particular in mastering the usage of the software programmes required for publications layout.

By the end of the course successful students should be able to:

- Have a systematic understanding of publication layout for print and online publication.
- Demonstrate competence in the skills required to design and create a successful and professional layout.
- Have a systematic understanding of the component and factors required to develop successful design and layout'.

Programme Outcomes:

6Bi

6Biv

6Cii

6Di

6Dii

6Diii

6Div

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

At the end of the course successful students must have:

- A systematic understanding of key production processes and professional practices relevant to publications layout, and of ways of conceptualising creativity and authorship
- A systematic demonstration of competence in multimedia skills, namely in handling AdobeCS, InDesign and other appropriate software programmes, demonstrated through the completion of assignments.
- Demonstrates the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
- Demonstrates the ability to act with minimal direction or supervision, to engage in self- reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions in the completion of assignments
- Demonstrates personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication
- Demonstrates flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate

Indicative Content:

- Managing the Adobe InDesign Environment
- Designing Documents
- Formatting and working with objects
- Graphics, Frames, Tabs and Tables

- Type and Typography
- Outputting and Exporting for Print
- Creating rich interactive documents

Assessment

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

This course will be conducted as a series of interconnecting lectures and workshops with one-to-one tutorials and in-class working time where applicable. As a student-centered course students will be expected to conduct independent research, reading and practical work outside classroom hours.

Each week a student will make a presentation relating to a publication of their choice – any newspaper, magazine, online site can be presented with prior approval from the tutor. Aspects of this presentation will include, but not be limited to why the student has chosen this publication and why they consider it a success or a failure. As learning to present work and speak in an educated manner about it is vital to design work, in-class group critiques will take place during the course.

Bibliography:

Indicative Text(s):

Making and Breaking the Grid InDesign CS5 Bible. Galen Gruman. John Wiley & Sons (2010)

Pulling Newspapers Apart: Analysing Print Journalism. Bob Franklin. Routledge. (2008)

Edit: A Guide to Layout, Design and Publication. Scott Downman. OUP Australia & New Zealand (2008)

The Laws of Simplicity (Simplicity: Design, Technology, Business, Life). John Maeda. MIT Press

(2006) *Advertising by Design: Creating Visual Communications with Graphic Impact*. Robin Landa. John Wiley & Sons (2004).

Making and Breaking the Grid. Timothy Samara. Rockport.

(2002) *The Design Manual*. David Whitbread. UNSW Press.

(2001) *Typography*. Ambrose/Harris. AVA (2005)

Brilliant InDesign CS5. Steve Johnson. Prentice Hall; 1 edition (2010)

Journals

Journal of Visual Arts

Practice New Media and

Society Electronic Media

Journalism Studies

Journal of Mass Communication and

Journalism British Journalism Review

Journal of Broadcasting and Electronic Media

Web Sites

www.guardian.co.uk

www.bbc.co.uk/new

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