

Journalism 305 Section 03: Media Design (Fall 2016)

Tuesdays and Thursdays, 11am-12:15pm – LA4-107

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Office & Advising hours: Tuesdays and Thursdays, 8am-11am; by email, or by appointment

COURSE DESCRIPTION

This class is an introduction to graphic design as it relates to print and electronic media as visual communicators, focusing in journalism and public relations. Layout and design, typography and production techniques will be an integral part of the course of study. Computer-assisted design will be introduced and developed. This is the first of two classes being offered by the Department on the field of Media Design, with the second one - a follow-up to this class – being JOUR 405, Advanced Media Design.

CLASS GOALS

This course will have a hands-on approach to media design. We will be addressing both the theory and practice of media design. While there will be lecture classes throughout the semester, the goal of the class is to give you practical experience in media design. That includes selection, preparation and study of the production processes for type, photography, art, and white space. Production methods will be discussed relating to printed work – newspapers, magazine and photographic presentations, brochures, newsletters, letterheads, logos and more. You will learn how a creative media professional works and become acquainted with design vocabulary. You will be able, by the end of the semester, to produce original pieces focusing both on journalism and public relations in a professional level.

Specifically, by the end of this course students should have achieved these learning outcomes. Students should have improved their ability to:

- Understand concepts and apply theories in the use and presentation of images and information.
- Use and apply current tools and technologies appropriate for professionals in mass communication, and to understand the digital world

SUGGESTED READINGS

- *Graphic Communications Today, 4th ed.*, Ryan & Conover
- *The Newspaper Designer's Handbook 7th ed.*, Tim Harrower & Julie Elman
- *Adobe InDesign CC Classroom in a Book*, Adobe Creative Team
- *Adobe Photoshop CC Classroom in a Book*, Adobe Creative Team

REQUIRED MATERIAL

- Flash/USB drive – 2 Gb or more required; 8Gb or more suggested (may be split with other classes)

ANTICIPATED SCHEDULE OF CLASSES

Date	Topic
Aug. 23, 25	Introduction to class // InDesign
Aug. 30, Sep. 1	InDesign
Sep. 6, 8	InDesign/Photoshop
Sep. 13, 15	Photoshop
Sep. 20, 22	Typography
Sep. 27, 29	Art
Oct. 4, 6	Art
Oct. 11, 13	Photo Layout
Oct. 18, 20	Photo Layout
Oct. 25, 27	Color
Nov. 1, 3	News Design
Nov. 8, 10	Public Relations Design
Nov. 15, 17	Public Relations Design
Nov. 22, 24	FALL BREAK/THANKSGIVING
Nov. 29, Dec. 1	Web Design / Final Project - Lab
Dec. 6, 8	Final Project – Lab
Dec. 15	Final Project Due, from 12:30pm-2:30pm

GRADED WORK AND ASSIGNMENTS

Any written assignments should be written in Times New Roman, 12 pts, double spaced (and yes, I can tell when it is double-and-a-half spaced). Any online assignments should conform to the outline of the exercises, as shown in class and on BeachBoard.

Following is a tentative listing of the assignments for the semester. Since this class is highly practical, all assignments listed below are not “set in stone,” and may be changed, dropped or substituted based on decisions made in class or by your professor based on what will enhance your learning experience even more. Any changes will be announced probably in class and on BeachBoard.

For most of those, you will be judged based on the following categories: how well you followed the instructions listed below and given in class; your execution (no little mistakes here and there); and your originality and creativity. (Also see, “How to get an ‘A’ below.)

- **Class participation and in-class assignments:** Show up on time for class and prepared. Participation in class discussions is a vital element to this class, and will be judged as so. In-class assignments will also be important to your learning during the semester, and should be completed in a timely and professional manner. You should always contribute to an overall better learning environment. Please note that more than just attending class and being on time, this grade is also about the quality of your in-class assignments, and how active you are in class and in-class discussions (so, no, Facebook/Twitter/Pinterest/Insert-Social-Media-Site-Name or texting during class is not a way to participate).

Value: 8% of final grade, assigned at the end of the semester

- **Visit to your professor’s office:** As part of your grade, you will be “asked” to come visit your professor’s office twice in the semester. This is a great chance

not only for me to get to know you but also a chance for you to address any specific concerns, requests, wishes, childhood stories, etc. You are, of course, more than welcome to visit the office as many times as you want over the semester. Keep in mind that, if the office hours do not work for you, we can always schedule an appointment.

Value: 2% (1% each) of final grade

First visit due: Thursday, October 6. Second visit due: Tuesday, Dec. 6.

- **Mood board:** As an introduction to design and to practice your Photoshop skills, you will be asked to do create a mood board in class. A mood board is a collage of image that, properly assembled, overall, summons a specific mood. The goal is that the images themselves can clearly tell the mood, without the need for words (which you may NOT use at all) or further explanation.

Value: 10% of final grade

Expected Learning Outcome: By the end of this assignment, students should have a basic understanding of image design, design hierarchy and basic design principles, and a better grasp of Photoshop.

- **Photo layout:** Do an 11x17" news photo layout using original photos that you have taken during class exercises. Keep in mind all notions of photo design and photography in general explained in class.

Value: 20% of final grade

Expected Learning Outcome: By the end of this assignment, students should understand both typography and photojournalism design.

- **Idea Book:** Students will be asked to collect several samples for inspiration and critical analysis from actual published pieces. Each sample should be added to a binder or similar, and accompanied by a two-paragraph, double-spaced, typed explanation related the piece.

Value: 15% of final grade

Expected Learning Outcome: By the end of this assignment, students should be able to recognize good and bad professional design work, improving their own design skills in the process, using those samples to improve their own work.

- **Final Project:** For the final project for the semester, students will have a choice between doing layouts for any one of a different number of media (newspapers, magazines, corporate ID/public relations or web, for example). All projects involve similar amounts of work, and hardship. Students will also write a short, 2-4 paragraph rationale explaining why they did what they did.

Value: 25% of final grade

Expected Learning Outcome: By the end of this assignment, students should a solid understanding of (news) design as covered during the semester, including typography, color theory, photography/art, and specific media design theories and practices

- **Quizzes:** Throughout the semester, you will be required to complete a few quizzes in class. Quizzes will be based mostly on lectures in class. Quizzes will not be cumulative, unless for specific topics otherwise announced in class, and will most often take place at the very beginning of class.

Value: 20% of final grade total for all quizzes combined

GRADING SCALE (IN PERCENTAGE OF FINAL GRADE)

A = 90% and above

B = 80% to 89%

C = 70% to 79%

D = 60% to 69%

F = 59% and below

HOW TO GET AN “A” IN THIS CLASS

1. Attend all classes and be on time. **2. Ask** questions. **3. Sit** towards the **front** of the room. **4. Come talk** to me during office hours if you have any problems at all, or e-mail me if you can't come talk. **5. Never surprise me** with a project. Always make sure I go over the project with you before it's due. **6. Follow directions** for the projects. **7. Make** sure I know **your name**. **8. Turn in projects always on time**. **9. At all times, be creative!**

Please note: Just because a student completes an assignment doesn't necessarily mean the student will receive an A, or even a B. Students who complete an assignment satisfactorily (a good job on it) will receive a C; for a B, students should do a very good job on the assignment. An A is awarded to those who not only follow the steps listed above, but do an extraordinary job at the assignment. Therefore, students who receive As in assignments should be proud of their work, and will be setting the bar for what others are/were expected to do.

Also, all work, as much as possible, is blind-graded, meaning your professor does not know who's the author of the work, assuring, then, an unbiased and fair grade independent of whom the student is. This should make grading your work even more fair. Keep in mind, though, that you are entitled to ask for any exam or assignment to be regraded. However, if regarded, your exam will be regraded from scratch, which always carries the danger of lowering the grade compared to the original grade, especially in subjective exams and assignments.

And, while your professor sometimes considers rounding up grades of “9.5 and above” (89.5 could become an A, 79.5 could become a B and so on), it's up to your professor's discretion to do so, and grades below the “9.5” cutoff seldom if ever will be rounded up.

FREE PASS POLICY

Each student will receive one Free Pass at the beginning of the semester. This is individual to each student, and may not be sold, exchanged, bartered, etc. You can use this free pass in a variety of ways: to make up for coming late to class; to make up for not coming to class at all; to make up for a missed quiz or missing a deadline for a project (in which case, the free pass grants you 48 extra hours). Free passes may not be used to make up for missed exams, however: you're still required to take them. It may also not be used for an extension on your Final Project for class. In the case you're taking multiple classes with me, the free pass applies to that particular class only. The pass will be an actual print out; if you lose it, it will not be replaced.

DEADLINES AND ASSIGNMENT SUBMISSION

Assignments are due at the date and time they are due. You may, if you wish, turn in an assignment before deadline. A special situation has to be addressed with professor ahead of time, and never after the deadline is past (or pretty close to it).

An assignment turned in late (anytime after the time previously defined as the deadline) without a proper, valid, University-approved reason will be graded as follows:

- 1 minute to 6 hours late: 10% off from final grade;
- 6h01m to 24 hours late: 20% off from final grade;
- After that, any extra day the assignment's not turned in after that, you'll lose another 10% off from final grade aside from the 20% listed above. In other words, if a student turns a project 3 days past deadline, the student will be deducted 40% off their final grade.
- Any assignments turned in four or more days after deadline will automatically receive a grade of 0 (zero).

NOTE: Time of submission is usually measured by the timestamp on e-mail where assignment is attached

Also, please see entry below on “make-up policies.” And keep in mind the Free Pass policy, as explained above.

MAKE-UP POLICIES

Will be accepted only in special situations and with agreement with University policy and allowed by your professor. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p.75]. *These and any other requests for an excused absence must be documented.* If you know ahead of time you will be missing an exam or a deadline, talk to your professor ahead of time. If the situation was unforeseen, talk to your professor as soon as possible, and before the next class period after the deadline/exam date, in person or through e-mail. Always keep backup copies of your assignments as you do them, to avoid computer problems (online e-mail accounts work great for that!). Do not come up with lies to explain your late work or absence from exams – we all know the excuses, and I can tell you bad stories that came from those. Excused absences must be supported by proper documentation proving the allegations.

Also keep in mind the Free Pass policy, as explained above.

COURSE ABSENCE POLICY

Class attendance is required. You will be expected to be in class, ready, before your professor arrives.

After two unexcused absences you will lose 1% of your overall final grade per unexcused absence, up to a maximum of 30% off of your overall final grade, as allowed by University rules.

If you walk out in the middle of class without consulting your professor first or letting him know about it immediately after class in an emergency case (in person or through e-mail) with a valid excuse, it will be counted as a full absence.

A roll call sheet will be passed around every class in the beginning of class. It is your responsibility to find and sign the sheet if you are present. If you do not sign the sheet at all during class time, you'll be considered absent for that day.

If you come in reasonably late, or after the roll call sheet has been passed, you may still ask to sign it. You'll receive a "LATE" remark for that day. **Four late marks will be equal to one full absence.**

If you know you'll be missing class for an inexcusable reason (see section above for excusable reasons), and you contact your professor before or during class time, you'll receive a "M-E" remark, which stands for "Missed but E-Mailed." **Two M-E remarks will be equal to one full absence.**

Finally, if someone signs your name on the roll call sheet for the day, you will lose 50 points of your final grade, and the person who signed your name will also lose 50 points of his/her final grade.

If you do miss class for a valid excuse (proven sickness, important family issues, etc.), let your professor know through e-mail or personally as soon as possible. If you know about an issue ahead of time, let your professor know you will miss a future class.

Also keep in mind the Free Pass policy, as explained above.

PAPER OR ELECTRONIC COPIES

You will be instructed in each assignment whether to turn it in electronically or in print, or in person via USB Drive. You will have to adhere to that. *Furthermore, ANYTIME you submit an assignment through e-mail, its name should follow the following format: LASTNAME-CLASSNUMBER-ASSIGNMENTTITLE. (i.e. Paskin-JOUR305-PhotoLayout.pdf).*

If you submit an assignment electronically, you will receive a reply from your professor, acknowledging that. If you do not receive that reply back, make sure you contact your professor as soon as possible, as your e-mail may have not arrived for one reason or another. It is the student's responsibility to make sure the professor has the assignment.

Please note that, unless told otherwise, every design project should be submitted as a PDF file, with points being deducted for failure to do so.

LAB RULES

University policy does not allow food or drinks inside any computer lab. If you have a medical need that will require you to consume any of these items, please let your professor know so he can make the proper arrangements, during class time or during your work time at the lab.

As for the use of the labs: LA4-107, where our class takes places, is unfortunately in use almost all done from Mondays through Thursdays. You may, however, consult the department's main office (LA4-106) to see when it's available on Fridays (it tends to be mostly empty during Fridays!). Moreover, we do have another lab in our building – in LA4-207. While a little smaller, it does have computers very similar to the ones in 107, and tends to be much more available. Your professor will let you know when that lab is available as soon as possible, or you can also check in the main office.

ABOUT THE SOFTWARE USED

During the semester, students will be using mostly two different software, both from Adobe: InDesign and Photoshop. As of Fall 2016, the version used in the lab is CC.

Keep in mind that the Horn Center offers Macs with the software also (only the Macs, not the PCs!). The library may also have computers with the software. Their schedule is available online. Please note the software used the Horn Center or the Library may sometimes be newer or older than the one used in the lab, which may cause trouble opening files initially created in LA4-107 (or 207) there. Therefore, if you decide to use the Horn Center or Library, please talk to your professor beforehand.

While not necessary at all – you'll be given plenty of time in class to do your assignments, you can use one of the on-campus labs, listed above - you may also check directly at Adobe.com for student pricing on the software. Adobe currently charges a monthly fee for the software, but students receive a (nice) discount on the fee.

CONTACTING YOUR PROFESSOR

If you need to reach your professor outside the classroom, your first choice is to come by during office hours (see above for times, and remember your class requirement of two office visits during the semester). You may also contact your professor through his office phone (listed above).

E-mailing your professor is a great tool nowadays. However, keep the following in mind: although e-mail is easy and great, your professor will not be next to his computer at all times, especially during the weekends or days when he's not listed as being officially on campus. Politeness and proper etiquette always apply, no matter the means of contacting your professor.

Facebook is also a great communication tool. And, while he won't friend-request anyone, he will always be happy to accept Friend Requests from students, and will be happy to exchange messages with students through the site, too. I believe Facebook is a great way to learn more about my students, and also a great way to communicate (timeline notes, private messages or even live chats) and solve problems much quicker!

Finally, you may contact your professor on IM, either through Google Chat or Facebook Chat, which your professor uses often. But beware that a green circle doesn't necessarily mean your professor is available (as he may be busy or have just left the chat on by mistake).

However you do it, keep in mind: always identify yourself when contacting your professor, clearly letting him know your name and course, either in the subject line or at the very beginning of the message, especially early in the semester. Your professor, on

the other hand, promises to answer all e-mails as soon as possible and in their fullest, usually in good humor and awake enough to make sense.

YOUR E-MAIL

Just like your professor, you are supposed to have a working e-mail for contact out of class. During the first day of class, you will be asked to provide an e-mail address (which may or may not be linked to CSULB). It is your responsibility to keep that e-mail working throughout the semester. If you do change e-mails at some point, please let your professor know of it.

BEACHBOARD

It is the student's responsibility to gain access and know how BeachBoard works. It will be used as means of communication between your professor and you, and for posting assignments during the semester. You may access it at <http://beachboard.csulb.edu/> or call (562) 985-4745 to ask for help accessing it.

ADDENDUM TO COURSE SYLLABUS, DEPARTMENT OF JOURNALISM AND MASS COMM: POLICIES ON GRADING, CONDUCT OF CLASSES, DROPS, ABSENCES AND CHEATING

ADVISING

If you are a journalism or public relations student (major or minor), the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming (Jennifer.Fleming@csulb.edu) and Professor Danny Paskin (Danny.Paskin@csulb.edu) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

INTERNSHIPS

The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department's BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

STUDENT MEDIA

The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your

skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), Robin Jones (*Dig Magazine*, Robin.Jones@csulb.edu) and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

BATEMAN CASE STUDY COMPETITION

Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

STUDENT ORGANIZATIONS

The department is home to three active student organizations – the *National Association of Black Journalists (NABJ)*, *National Association of Hispanic Journalists (NAHJ)*, *Public Relations Student Society of America (PRSSA)*, and *Society of Professional Journalists (SPJ)*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Todd Henneman (Todd.Henneman@csulb.edu) for **NABJ**, Professor Danny Paskin (Danny.Paskin@csulb.edu) for **NAHJ**, Professor Soumitro Sen (Soumitro.Sen@csulb.edu) for **PRSSA**, and Professor Chris Karadjov (Chris.Karadjov@csulb.edu) for **SPJ**.

SOCIAL MEDIA

Be sure to get connected to the department's Facebook page (<https://www.facebook.com/CSULBJournalism>) and website (<http://www.cla.csulb.edu/departments/journalism/>) for photos and information about department happenings.

OFFICE HOURS

Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

ACCREDITATION

The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communications* (ACEJMC, <https://www2.ku.edu/~acejmc/>). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

- 1) Understand and apply principles of law of freedom of speech and press for the United States, as well as receive instruction in and understand the range of systems of expression around the world – including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- 2) Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- 3) Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in the United States in relation to mass communications
- 4) Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- 5) Understand concepts and apply theories in the use and presentation of images and information.
- 6) Work ethically in the pursuit of truth, accuracy, fairness and diversity.
- 7) Think critically, creatively and independently.
- 8) Conduct research and evaluate information by methods appropriate to the communications professionals in which they work.
- 9) Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- 10) Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- 11) Apply basic numerical and statistical concepts.
- 12) Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

During this class, we'll be especially addressing outcomes 5, 7 and 12 from the list above.