

CUMBERLAND COUNTY COLLEGE

Course: EN 241 Publication Layout and Design

Credit: 3

Prerequisites

None

Description

This class introduces students to the theories and practices of designing various forms of media. Students will learn how to use computers and programs necessary to create newspapers and a basic news website. In doing so, students will learn how to prioritize and organize the news in several different forms.

Learning Outcomes

At the completion of this course, students should be able to:

- Recall terms necessary to discuss publication layout and design.
- Identify topics of interest to their demographic.
- Design various types of publications.
- Utilize dummy sheets to outline publications.
- Utilize InDesign to transfer those outlines to computers.
- Download and edit text and photos and format them with Quark.
- Identify the basics of page layout and design.
- Create a complete publication and be able to send that publication to the printer.

Topical Outline

Publication and Layout Design is a course in the study of modern techniques used to present various forms of mass media. The main goal of the course is to give the students the skills necessary to design and produce a newspaper. We will also cover how to transfer print information to digital information in the creation of a website. In doing so, students will possess the following: knowledge of modern trends in mass media; the ability to identify and duplicate those trends; familiarity with InDesign; familiarity with Adobe Photoshop; familiarity with WordPress and the ability to use everything they have learned to produce a professional level publication.

This class will capitalize on the award-winning student newspaper, *The Voice*. Students will each be assigned a section of that newspaper. They will be responsible for the layout, design and production of that section. They will also maintain and update *The Voice Online*.

Required Texts and Other Materials

The Newspaper Designer's Handbook by Harrower, Tim, 6th edition, New York: McGraw-Hill, 2002.

AP Stylebook, Associated Press, 4th edition: Basic Books.

Student Assessment

Students will be graded on their finished products, on in-class exercises and AP quizzes. Two newspapers will be produced each semester and each of their sections will be worth 50 percent of their grade. Twenty-five percent of their grade will be for in-class work and 25 percent will be on quizzes.

Academic Integrity

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Available Resources

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

(List availability of open labs and/or writing center)

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.