

## CUMBERLAND COUNTY COLLEGE

### **Course: EN 242 Advanced Publication Layout and Design**

**Credits: 3**

### **Prerequisites**

EN 241

### **Description**

This class capitalizes on the skills students learned in EN 241 and introduces them to new techniques and methods of publication layout and design. Students will continue to learn about newspaper and website design and maintenance, but will also learn new skills including magazine layout and design and the incorporation of audio and video files to news websites. Students will also learn how to use technology to improve existing publications and websites.

### **Learning Outcomes**

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

- Recall the terms necessary to discuss advanced publication design and layout methods including special sections, magazines and websites.
- Utilize modern storytelling techniques to deliver the news, including audio, video and slideshows.
- Design various other publication pages (newsletter, magazine).
- Create and complete a makeover of a publication and corresponding website.
- Utilize computer skills necessary to improve and update newspapers, other publications, and websites.

### **Topical Outline**

Advanced Publication and Layout Design is a continuation of 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 create newspapers, magazines, and websites and improve those forms of media,

This class will operate as a media production lab and students will assist in the production of *The Voice* and *The Voice Online*. Students will each be assigned a section of the newspaper to improve using the new skills they learn in class. Students will also be responsible for updating and maintaining *The Voice Online*. As a class we will monitor how professional news organizations are using technology to deliver the news and we will incorporate those techniques in our own newsroom.

### **Required Texts and Other Materials**

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

AP Stylebook, Associated Press, 4<sup>th</sup> 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 quizzes. The remaining 25 percent will be website and other publication creation.

### **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.