

COMM 310: Layout and Design

Winter 2006 <TR: 3:30-5:18> < Jr 266>

Instructor:
Melissa Miller
271C Journalism Building
miller.2676@osu.edu
688-3323
Office Hours: W: 4-6 or by appointment
Class website: ???

Course Description

This class will provide a basic overview of various forms of visual communication with an emphasis on designing for print. We will explore design principles, perception, critical evaluation, ethics and creativity as they relate to visual media.

Objectives

- to develop a sense of visual literacy
- to understand principles of visual design
- to be able to evaluate good and bad design
- to be able to design an effective newspaper layout
- to show competence with QuarkXPress as it relates to basic newspaper design

Prerequisites

This course is for Communication majors only.

Students entering the class are required to have basic knowledge of the Macintosh OSX operating system. We will not have time to show you how to use the Mac so please familiarize yourself with the basics such as how the directory structure is configured and how to move and copy files.

Many of the project resources will be delivered online. Therefore, it is required that you have access to the Internet and a working OSU e-mail address.

Required Materials

Texts:

- *The Newspaper Designer's Handbook* by Tim Harrower, 5th ed., 2001
- *QuarkXPress for Windows and Macintosh (Visual Quickstart Guide)* by Elaine Weinmann and Peter Lourekas, 1st ed., 2003

Other:

- **100 MB Zip Disk or USB flash drive (64 MB minimum)**
note: 250MB and 750MB zip disks will not work with the computers in the lab we are using
- **Letter-size plastic envelope**

Attendance Policy

This class is fast paced and based on cumulative assignments. If you continually miss class it will be difficult to catch up and slow down the entire class. Therefore a strict attendance policy will be enforced. One unexcused absence will be allowed. **Each subsequent absence will result in a 5pt reduction in your overall course grade.** This may be waived at the instructor's discretion for emergency situations with supporting documentation. Makeup exams will not be given.

Grading

homework assignments (5)	15pts
midterm	20pts
final project	30pts
final exam	35pts

A range = 90-100

B range = 80-89

C range = 70-79

D range = 60-69

E= 59 or below

Quark assignments are simple hands-on assignments to give experience using the software. The student will receive 3pts for each completed assignment. The products of assignments 4 and 5 may be incorporated in your final project. No late assignments accepted.

The final project will be the design and production of a broadsheet newspaper section front or front page using QuarkXPress.

The midterm and final exams are cumulative and include multiple choice, short answer, and design critique essay questions.

Several readings will be assigned from each text and should be read **before** the class period for which they are listed in the calendar.

Disability Services

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. The Office for Disability Services is located in room 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307; TDD 292-0901.

Academic Misconduct

Students are expected to do their own original work within the confines of the course objectives and evaluation procedures. Any deviation from the expectation is considered academic misconduct and Faculty Rule 3335 - 31 - 02 will be enforced. Each instructor shall report to the committee an academic misconduct all instances of which he or she believes is academic misconduct.

Calendar

- Week 1 **Introduction to Visual Communication:** review syllabus; introduction to course website; history of desktop publishing
- Quark basics:** read Weinmann chapters 1, 3-4
+ homework 1 assigned
- Week 2 **Good and Bad design:** read Harrower pages 1-15; examples and critique
> homework 1 due
- Pictures, Raster vs. Vector:** read Weinmann chapters 9-10
+ homework 2 assigned
- Week 3 **Four Basic Design Principles:** Williams handout; examples and critique
> homework 2 due
- Lines, Groups and Béziars:** read Weinmann chapters 8, 11-12
+ homework 3 assigned
- Week 4 **Typography:** read Harrower pages 18-27
> homework 3 due
- Typography:** read Weinmann chapters 7, 13
+ homework 4 assigned
- Week 5 **Midterm review:** discussion, practice critique
> homework 4 due
- Midterm exam**
- Week 6 **Page layout:** read Harrower pages 28-37 and chapters 2-3
+ final project introduced
- Symbols and Photos:** read Harrower chapters 4-5
- Week 7 **Infographics:** read Harrower chapter 6
+ homework 5 assigned
- Lab time:** work on homework 5 or final project, this is not optional

Week 8 **Story packages:** read Harrower pages 171-189
> homework 5 due

Color usage: read Harrower pages 190-196, Weinmann chapter 15

Week 9 **Printing processes:** overview and examples

Visual reporting: discuss the role of the graphic designer in print media

Week 10 **Lab time:** work on final project, this is your last chance for help and is not optional

Final exam review
> final project due