



The University of Southern Queensland

Course Specification

Description: Publication Layout and Design

| Subject | Cat-Nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| JRN | 2001 | 20985 | 1, 2003 | ONC | 1.00 | TWMB |

| | |
|------------------------|--------|
| Academic Group: | FOART |
| Academic Org: | FOA004 |
| HECS Band: | 1 |
| ASCED Code: | 100703 |

STAFFING

Examiner: Neil Lomas
Moderator: Craig Burgess

PRE-REQUISITES

Pre-requisite: JRN1000

OTHER-REQUISITES

Pre-requisite: JRN1000 or Postgraduate Enrolment.

SYNOPSIS

This course will concentrate on the development of layout, design, and subeditorial skills through theoretical studies and practical work. A focal point will be the professional issues that arise. Instruction will be given in copy-tasting, layout, handling illustrations, writing headlines and blocklines, print production and electronic sub-editing. Students will also contribute to an on-going discussion group. Students are expected to have regular access to e-mail and the Internet. This course does not teach how to use more advanced programs such as Adobe Pagemaker or Quark Express, although students are welcome to work on these environments at their own discretion.

OBJECTIVES

On successful completion of this course, students should be able to:

- edit their own and other reports to a given length and to perform editing on a desktop publishing system;
- demonstrate an understanding of fundamentals of print production.
- demonstrate an understanding of the principles of layout and design in publications.

TOPICS

| Description | Weighting (%) |
|---------------------------|---------------|
| 1. Print production | 10.00 |
| 2. Layout and design | 30.00 |
| 3. Design | 20.00 |
| 4. Sub-editing principles | 40.00 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Harrower, T. *The Newspaper Designer's Handbook*, McGraw-Hill, latest edition, Boston, Mass.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Hodgson, F.W. 1995, *Subediting: A Handbook of Modern Newspaper Editing and Production*, 2nd edition, Focal Press, Oxford.

Hutt, A. & James, B. 1989, *Newspaper Design Today: A Manual for Professionals*, Lund Humphries, London.

Nelson, R.P. 1991, *Publication Design*, 5th edition, Wm C. Brown, Dubutque, IA.

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|----------------|-------|
| Assessment | 30 |
| Directed Study | 60 |
| Private Study | 30 |
| Project Work | 40 |

ASSESSMENT DETAILS

| Description | Marks Out of | Wtg(%) | Required | Due Date |
|-----------------------------------|--------------|--------|----------|-------------|
| PREP FOR PUBLICATION ON-SCREEN | 100.00 | 20.00 | Y | 28 Mar 2003 |
| HEADLINE TEST (IN INTRO BOOK) | 100.00 | 20.00 | Y | 17 Apr 2003 |
| LAYOUT AND DESIGN | 100.00 | 35.00 | Y | 09 May 2003 |
| CURRENT AFFAIRS | 100.00 | 25.00 | Y | 06 Jun 2003 |

OTHER REQUIREMENTS

- 1 Students must submit all pieces of assessment to pass this course.
 - 2 No assignments will be accepted after the relevant deadline unless a medical certificate is presented.
 - 3 The final grade is based on the aggregate of all assessment items and is assigned as follows: HD = 90-100, A = 80-89, B = 65-79, C = 50-64, F = 0-49
 - 4 Correct English is essential. Spelling, grammar and punctuation mistakes will be penalised.
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