



The University of Southern Queensland

## Course specification

### Description: Publication Layout and Design

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
JRN	2001	30844	1, 2004	EXT	1.00	TWMBA

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA004
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100703

### STAFFING

Examiner: Trina McLellan

Moderator: Dianne Jones

### 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:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Harrower, T 2002, *The Newspaper Designer's Handbook*, 5th edn, McGraw-Hill, 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, FW 1995, *Subediting: A Handbook of Modern Newspaper Editing and Production*, 2nd edn, Focal Press, Oxford, Boston.

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

Nelson, RP 1991, *Publication Design*, 5th edn, Wm C Brown, Dubuque, IA.

### **STUDENT WORKLOAD REQUIREMENTS:**

ACTIVITY	HOURS
Assessment	30.00
Directed Study	60.00
Private Study	30.00
Project Work	40.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
PREP FOR PUBLICATION ON-SCREEN	100.00	20.00	26 Mar 2004
HEADLINE TEST (IN INTRO BOOK)	100.00	20.00	23 Apr 2004
LAYOUT & DESIGN	100.00	35.00	14 May 2004
CURRENT AFFAIRS	100.00	25.00	11 Jun 2004

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To be assured of completing each assessment item satisfactorily a student must submit all of the items of summative assessment by the due date and achieve on each the minimum specified standards outlined in 4 (Requirements for a pass in the course).
- 3 Penalties for late submission of required work:  
**DEADLINES - EXTENSIONS WILL NOT BE GRANTED ON ANY GROUNDS.**  
In fully documented cases of extreme medical disability, other production assignments of equivalent value will be set, **ON CONDITION THAT** the student fully informs the Examiner of such a need at the earliest convenient time.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 Correct English is essential in Journalism. Errors of spelling, grammar and punctuation will be penalised when assignments are marked. Severe deficiencies could mean failure in the course.
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