



The University of Southern Queensland

## Course specification

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The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

### Description: Publication Layout and Design

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
JRN	2001	62606	1, 2007	ONC	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100703

### STAFFING

Moderator: Craig Burgess

### REQUISITES

Pre-requisite: JRN1000

### SYNOPSIS

This course will concentrate on the development of sub-editing, layout and design 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.

### OBJECTIVES

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

1. edit their own and other reports to a given length and to perform editing on a desktop publishing system;
2. demonstrate an understanding of fundamentals of print editing in journalism;
3. 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 theory	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).

Brooks, BS, Pinson, JL & Sissors, JZ 2004, *The art of editing*, 8th edn, Allyn & Bacon, Boston.  
Harrower, T 2002, *The Newspaper Designer's Handbook*, 5th edn, McGraw-Hill, Boston, Mass.  
News Limited 2003, *Style, a guide for journalists*, News Limited, Sydney.

## **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.

Kaplan, B 2003, *Editing made easy*, Penguin Books, Melbourne.  
(revised edition)

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
HEADLINE TEST	100.00	20.00	20 Mar 2007 (see note 1)
LAYOUT & DESIGN	100.00	35.00	18 Apr 2007 (see note 2)
PREP FOR PUBLICATION ON-SCREEN	100.00	20.00	25 May 2007 (see note 3)
CURRENT AFFAIRS	100.00	25.00	13 Jun 2007 (see note 4)

### NOTES

1. This assessment must be completed in class in WEEK FIVE. Exact date will be advised at the beginning of semester. This assessment item relates to Objective 3.
2. This assessment item relates to Objective 3.
3. This assessment must be completed in class in WEEK TWELVE. Exact date will be advised at the beginning of semester. This assessment item relates to Objective 1.
4. This assessment item relates to Objective 1.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. For this course, normal class attendance consists of one one-hour lecture and one two-hour tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given. **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 at least three working days before the assignment's due date.
- 4 Requirements for student to be awarded a passing grade in the course:  
Students must attempt all items of assessment to pass the course. A final grade is determined on the basis of the total accumulated points after all pieces of assessment have been attempted and is assigned in accord with Faculty regulations.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks 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>

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (c) 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. (d) 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. (e) 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. (f) 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 The journalism course maintains high standards of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.
- 2 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)
- 3 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.
- 4 Students will require access to email and have internet access to USQConnect for this course.