The University of Southern Queensland

Course specification

Description: Publication Layout and Design

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<tr>
<td>JRN</td>
<td>2001</td>
<td>30845</td>
<td>1, 2004</td>
<td>ONC</td>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tr>
<td>1. Print production</td>
<td>10.00</td>
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<td>2. Layout and design</td>
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<tr>
<td>3. Design</td>
<td>20.00</td>
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<tr>
<td>4. Sub-editing principles</td>
<td>40.00</td>
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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).


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.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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<td>Project Work</td>
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### ASSESSMENT DETAILS

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>PREP FOR PUBLICATION ON-SCREEN</td>
<td>100.00</td>
<td>20.00</td>
<td>19 Mar 2004</td>
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<tr>
<td>HEADLINE TEST (IN INTRO BOOK)</td>
<td>100.00</td>
<td>20.00</td>
<td>09 Apr 2004</td>
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<tr>
<td>LAYOUT &amp; DESIGN</td>
<td>100.00</td>
<td>35.00</td>
<td>07 May 2004</td>
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<td>CURRENT AFFAIRS</td>
<td>100.00</td>
<td>25.00</td>
<td>11 Jun 2004</td>
</tr>
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</table>

### 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.

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 lodge the
assignment at the USQ. (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.