

Journalism 331 Graphics Fall 2009

Instructor, Ezra Shapiro

Whenever words are presented, design and technology affect the reader's reactions to what is being said. In this course, we will be exploring the interaction between what is written and modern production techniques through a series of lectures, readings, and exercises intended to increase your familiarity, skill, and comfort with the vocabulary and tools of web and print production.

Key points:

- You'll learn about various media tools for print publications and the World Wide Web.
- We'll start with an introduction to emerging web technologies and some discussion of audiences and how to reach them.
- You will design web pages, newsletters, and magazines. The accent will be on web design.
- You'll build example projects with HTML and CSS, SimpleCSS, MS Word, Adobe InDesign, Powerpoint, Dreamweaver, Fireworks, Flash, and online software.

M T W R F

J331 MZ362 9:00- 12:30	J331 MZ362 10:00- 11:40	Office Hours MZ337 10:00- 11:50	J331 MZ362 10:00- 11:40	
	Office Hour MZ337		Office Hour MZ337	J100 SG105 11:00- 1:45
	J331 MZ362 1:00- 2:40		J331 MZ362 1:00- 2:40	

Contact

The syllabus, the semester calendar, a list of assignments and other useful material will be posted online at our class website.

web: www.j331.net

instructor: ezra.shapiro@csun.edu

alternate address: ezra.csun@gmail.com

office phone: 1-818-677-2846

department phone: 1-818-677-3135

If you use an email service other than CSUN's and do not already have an email address that **employs your real name** PLEASE create one for use in this class and beyond!

News U.

We will be using **5 modules** from the Poynter Institute's News U. web site. You **must register** at:

www.newsu.org

This is **not** optional.

Required texts

Jason Beard, **The Principles of Beautiful Web Design**, Sitepoint, 2007, ISBN 0-9758419-6-3.

Castro, **Creating a Web Page with HTML**, Peachpit Press, 2005, ISBN 0-321-27847-X.

Also recommended

Krug, **Don't Make Me Think!**, 2nd ed., New Riders, 2006, ISBN 0-321-34475-8.

White, **Editing by Design**, 3rd ed., Allworth, 2003, ISBN 1-58115-302-3.

Conover, **Designing for Print**, Wiley, 2003, ISBN 0-471-23723-X.

Castro, **HTML, XHTML & CSS, 6th ed.**, Peachpit, 2007, ISBN 0-321-43084-0.

Shufflebotham, **InDesign CS2 in Easy Steps**, Barnes & Noble, 2006, ISBN 0-7607-7861-2.

All are trade books.

Journalism 331 More info

Philosophy

Benefits of this course are best realized by spending time in class working on the assignments in the proper sequence. Attendance is therefore mandatory.

Lecture policy

The instructor does not repeat lectures. Develop a friendship with someone who takes good notes.

Email policy

Off-hours email will be answered at the instructor's convenience. A 24-hour turnaround is typical. No email on weekends or holidays unless it's a true emergency. The question "What did we do in class yesterday?" will not be answered in detail, see lecture policy above.

In-class projects

Most projects must be completed during class sessions; work done outside of class may not receive full credit, at the discretion of the instructor.

Missed classes

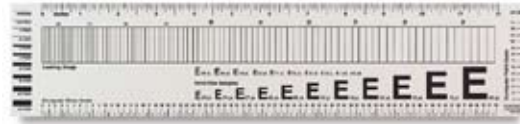
Excuses must be written and verifiable, including serious illnesses, major accidents, court appearances, and so forth. Parking hassles, business trips, and routine medical appointments don't count.

As a rule, missed tests and quizzes that have been excused will be given at the instructor's earliest convenience.

Ungraded projects that have been excused may be completed within a week of the absence.

Courtesy and rules

Cell phones: okay (for incoming emergencies only). Food: not okay. Foul-smelling food: REALLY not okay. Beverages: okay (if kept off desks and far from computers). Interrupting for a question when instructor is speaking: okay. Chatting or typing or texting or reading mail when instructor is speaking: not okay. Computer note-taking: not okay without medical need. iPods and similar devices: okay during projects, not okay during lectures and discussion.



You need a ruler

You'll need a graphic arts ruler to measure inches, picas, and points both in your own and in professional publications. You will also have to determine type sizes. Any combination of equipment that gives you precise measurements is okay. If you have no ruler as yet, there are two good transparent ones from the C-Thru Ruler Company. The 13" N-369 Newspaper Column Ruler and the 13" GA-96 Graphic Arts Combo (above) are both available at Continental Art Supply on Reseda Blvd. (and many other places around town -- but not on campus). Not only is Continental the closest good art supply store to campus, show them your student i.d. for a discount! An acceptable third choice would be the 18" GA-86 Graphic Arts Ruler, although it isn't transparent. The GA-86 is sometimes available in the bookstore. Printers' metal or plastic pica rulers are good for determining page dimensions but lack the fine gradations necessary to measure type and leading accurately. Kids' wood and plastic rulers are useless.

Backup

The lab computers are not a safe place to store data -- backup is your responsibility! Either get yourself a supply of CD-R or CD-RW discs, or plan to use a decent email service to send yourself copies of important files.

The instructor has found Gmail to be excellent at transferring documents up to 10 mb. For some reason, we have had terrible luck with Yahoo! -- please consider a change if you use it for mail.

Regular saves and backups are really, really important!

Community

Students in this course are strongly encouraged to broaden their journalistic experiences, with the instructor's help, by including in their work people and subjects such as ethnic, racial, and religious minorities; the elderly, disabled, and poor; gay men and lesbians; and other similar groups. The intent is to ensure that student work reflects the diversity of the community.

Plagiarism

Plagiarism and other forms of cheating will not be tolerated, and anyone caught cheating will fail the course and will be reported to the University for possible further action. For a further explanation of the behavior defined as academic dishonesty, and a more detailed discussion of disciplinary procedures, consult pages 536-538 of the 2006-2008 CSUN catalog.

Please also remember that much of the information posted on the Internet is protected by US copyright laws. Passing this information off as your own is a violation of CSUN's plagiarism policy and carries the penalties outlined above.

Journalism 331 Grading

System

Standard CSUN plus/minus system is used. Points are totaled and grouped into a rough curve. You will be kept aware of your total during the semester. Final grades will be based on the top point total in the class, not total points.

You should be aware that it is likely that half the students in a class will receive final grades of C+ and below.

Grades for individual items

Percent*	Means roughly	
91-100	Outstanding	A
81-90	Above average	B
71-80	Average	C
61-70	Barely passing	D
Below	Failing	F

* Your grade for any given exercise, project, test, or quiz will be expressed as a point total. It's up to you to convert the total to get an idea of the grade. For example, on a quiz worth 20 points a grade of 18 would be "outstanding." Note that this is only an approximation; you're wiser to compare your grades to the rest of the class.

Course work

Measuring things: You'll also be asked to measure existing publications during the semester. Worth 20 points each.

Tests and quizzes: There will be several quizzes during the semester on terminology and basics, usually worth 20 to 50 points each. There will be a typeface identification test, worth 30 points. There may be a test of computer skills. There will be no comprehensive midterm or final exam. Pop quizzes on readings are unusual but can happen, usually worth 10 points.

Original design: Each student is expected to design parts of newsletters, magazines, newspapers, and web sites.

Most original design is not graded competitively. Points are not awarded for these projects. However, up to 10 points per project will be deducted for work that is not submitted or is incomplete, work that is sloppy, or work that fails to meet certain criteria (such as full stylesheets for type).

Bonus points may be awarded for outstanding work.

Extra credit

No such animal.

Late work

Unless specifically exempted by the instructor, either in advance or by approved excuse (see "Missed classes" above), work submitted after the deadline will not receive credit.

Evidence of planning

If you cannot finish a project in the allotted time, please try to indicate how it would have been completed. Prepare stylesheets and master pages (if applicable). Place images and headlines. If your work shows this or similar evidence of planning, it will be graded higher than if it is simply unfinished.

Typeface hunt

You will be expected to learn to identify six categories of typefaces:

blackletter
cursive
oldstyle
modern
slab serif
sans serif

and eight specific sans serif typefaces:

Futura
Avant Garde
Eurostile
Gill Sans
Optima
Eras
Kabel
Peignot

It is nearly impossible to master all this shortly before being tested, so PLEASE bring in samples week by week to see if you've got the ability to recognize typefaces in use.

Journalism 331 Final project, furlough

Final project

Every student is required to create a public web page that incorporates multimedia, or a print publication produced with MagCloud.

Examples of this would be a personal portfolio or résumé page, a page for a favorite charity or issue, a news-oriented blog, a hobby-oriented magazine, or similar.

You may use free web design tools, such as Weebly, Google Pages, or Ning to create the basic page. However, you cannot merely slap together a page with an existing template. If you use one of the page creation services, you must submit an explanation to the instructor detailing how you modified the underlying CSS and/or HTML when you designed your project.

You may also create a page using pure HTML/CSS. Hosting the page is your responsibility.

MySpace pages are not acceptable.

On the print side, MagCloud allows you to create publications with most word processing and page layout software.

Each project must contain at least two photographs and one example of embedded multimedia, such as:

- Streaming video, hosted at your site or at services such as YouTube, Vimeo, and so forth.
- A SoundSlides slideshow of at least five images, or a slideshow built with SlideShare or SlideRocket.
- An interactive map, prepared with Google Maps or similar.
- A data presentation created with Swivel (charts), Dipity (timelines), Many Eyes (visualizations), or similar.

Print publications, obviously, cannot use motion.

The project must consist of original content. However, the instructor does not really care about the content itself; the project will be graded on the basis of presentation, meeting requirements, and effectiveness.

You will have ample time to prepare, and to teach yourself whatever software is not covered in class.

A proposal will be due about two weeks before you start work.

And you will have at least two two-hour (or one four-hour) class sessions at the end of the semester in which to pull things together and ask questions.

Furlough days

Classes will not be meeting on the following dates, due to budget cutbacks:

September 8

September 28

November 3

There will be no office hours on these dates:

October 7

October 28

November 25

CSUN holidays

Just so you know, these are the official holidays this semester:

September 7 - Labor Day

November 11 - Veterans' Day

November 26-27 - Thanksgiving

Journalism 331 Graphics Fall 2009 TR

Class:	Focus:	Projects due:	Quizzes:
Aug 25	Intro		
Aug 27	Convergence		
Sept 1	Web tools, html/css		
Sept 3	html/css	letterhead	
Sept 8	DAY AFTER LABOR DAY (furlough)		
Sept 10	Web history		
Sept 15	html/css		net quiz
Sept 17	html/css	resume	
Sept 22	MS Word		
Sept 24	MS Word	newsletter	html quiz
Sept 29	Adobe InDesign	magazine cover	
Oct 1	Adobe InDesign		
Oct 6	Adobe InDesign	newsletter revisited	typography quiz
Oct 8	Adobe InDesign	photo spread 1	
Oct 13	Adobe InDesign		
Oct 15	Adobe InDesign	photo spread 2	
Oct 20	Advanced html, Flash	embedding	color quiz
Oct 22	Advanced html, Flash		
Oct 27	Advanced html, Flash	banner	
Oct 29	Tweaking web services		
Nov 3	ELECTION DAY (furlough)		
Nov 5	Tweaking web services		photography quiz
Nov 10	Tweaking web services	hobby site	
Nov 12	Tweaking web services		
Nov 17	Tweaking web services		
Nov 19	Tweaking web services		
Nov 24	Tweaking web services	personal portal	type i.d. quiz
Nov 26	THANKSGIVING		
Dec 1	Embedding		
Dec 3	Final project		
Dec 7	Final project	final project	

Schedule tentative until furloughs are approved.

Journalism 331 Graphics Fall 2009 Mon

Class:	Focus:	Projects due:	Quizzes:
Aug 24	Intro and convergence		
Aug 31	Web tools, html/css		
Sept 7	LABOR DAY		
Sept 14	html/css	letterhead	
Sept 21	Web history, more html		
Sept 28	Furlough		
Oct 5	html/css	resume	net quiz
Oct 12	MS Word	newsletter	html quiz
Oct 19	Adobe InDesign	magazine cover	
Oct 26	Adobe InDesign	newsletter revisited	typography quiz
Nov 2	Adobe InDesign	photo spread 1	
Nov 9	Adobe InDesign	photo spread 2	photography quiz
Nov 16	Advanced html, Flash	embedding	
Nov 23	Advanced html, Flash	banner	color quiz
Nov 30	Tweaking web services		
Nov 24	Tweaking web services	personal portal	type i.d. quiz
Dec 7	Final project	final project	

Schedule tentative until furloughs are approved.