

# JOUR 475 Publication Design and Technology



Adobe  
InDesign CS6



Adobe  
Photoshop CS6

## Instructors:

Les Dunseith, former graphics editor,  
L.A. Times  
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- “The Non-Designer’s Design Book,” Williams
- “Exploring InDesign CS6,” Rydberg
- “Exploring Photoshop CS6,” Toland, Hartman
- Associated Press Stylebook and Libel Manual; various handouts
- Active e-mail account; portable media storage

J475 makes full use of the School of Journalism’s computer facilities, which are representative of the types of computer equipment used by print media today. Through in-class exercises and selected desktop publishing projects, students become skilled in two widely used graphic design programs, Adobe InDesign and Adobe Photoshop.

The course is project-oriented, and students can expect plenty of hands-on exercises during the course of the semester. J475 culminates with each student producing a publication of his or her choosing, such as a small newspaper, a newsletter, a calendar, a short magazine or a booklet.

The class emphasizes “learning by doing.” In-class sessions are discussion-based, with little traditional lecture material. Most class sessions feature a combination of quizzes, problem-solving discussions and in-class exercises. Peer review sessions are common, as are sessions dedicated to analysis, planning and execution of specific design challenges.

Although class sessions last about

## J475: What Is It?

Seeking a career in print or digital media? Then you must do as generations of aspiring newspaper, magazine and public relations professionals have done: become skillful in gathering facts and opinion, learn to organize information effectively, refine your ability to write clearly and concisely, and master the intricacies of grammar, spelling and syntax. Do these things well, and your writing will be worth reading. But one challenge remains: How do you entice people to read them?

That’s where J475 comes in. This course offers instruction in design and layout, photo selection and usage, development and design of graphics, use of color and project planning. Along the way students will become adept at using the primary software tools of modern print design.

## Course Objectives:

- To learn the basic principles of publication design
- To become proficient in InDesign and Photoshop
- To apply the principles and skills to create a portfolio-worthy final project

3½ hours, on many occasions, particularly at the beginning of the semester, the discussion section will end in about an hour. The remainder of the class period will consist of practice assignments, hands-on instruction and computer training.

All homework is to be turned in at the beginning of each class session. Homework assignments correspond to in-class material, so it’s important to keep up with the work.

Class sessions usually begin with a quiz based on the reading assignments.

One class session will take place off campus, where students interact with publication designers in their work environments.

Students earn points based on the following approximate breakdown:

quizzes (10 at 10 pts.):	100
exercises, homework, etc.:	200
final project:	200

Final grades are assigned as follows:

94-100%: A	90-93%: A-	87-89%: B+
84-86%: B	80-83%: B-	77-79%: C+
74-76%: C	70-73%: C-	67-69%: D+
64-66%: D	60-63%: D-	0-59%: F

Class attendance and completion of all assignments and projects are vital.

Makeup work is allowed only with prior consent of an instructor. It is the student’s responsibility to document this approval. Makeup work from an unexcused class session will be assessed a 50% penalty. All makeup work and quizzes should be completed within two weeks of the original due date.

# COURSE OUTLINE

The course will follow the following general outline; the instructors reserve the right to make adjustments and to add additional assignments.

## Aug. 27

- Intro, explanations, InDesign basics

### Homework:

- Design assignment #1: Good/Bad
- “Exploring InDesign CS6,” Preface and Chapters 1-2 (pages ix-55)

## Sept. 3

- Design Basics
- InDesign session #2

### Homework:

- Complete InDesign Exercise #1 (Wyndbreakers flyer)
- Chapter 1 in the “Non-Designer’s Design Book”

## Sept. 10

- Quiz #1
- InDesign session #3

### Homework:

- Complete InDesign Exercise #2 (Desserts Menu, Production Sequence)
- “The Non-Designer’s Design Book,” Chapters 2-6 (pages 15-90)
- “Exploring InDesign CS6,” Chapter 3

## Sept. 17

- Quiz #2
- Real world design for print and web
- InDesign session #4

### Homework:

- Complete InDesign Exercise #3 (Anna Sanchez table tent, Monsters Poster)
- “The Non-Designer’s Design Book,” Chapters 7-8 (pages 91-142)
- “Exploring InDesign CS6,” Chapter 4

## Sept. 24

- Quiz #3
- InDesign session #5

### Homework:

- Complete InDesign Exercise #4 (Drum & Bugle Corps, Fun in the Sun)
- Chapters 9-14 + appendix (pages 143-211) in “Non-Designer’s Design Book”
- “Exploring InDesign CS6,” Chapters 5 and 14 (pages 116-141; 396-393)

## Oct. 1

- Quiz #4
- InDesign session #6

### Homework:

- Complete InDesign Exercise #5 (CD cover, Hooks & Ladders)
- “Exploring InDesign CS6,” Chapters 6-8 (pages 142-239)
- “Typographical Blunders” handout

## Oct. 8

- Quiz #5
- InDesign session #7

### Homework:

- InDesign Exercise #6 (Miljat brochure)
- “Exploring InDesign CS6,” Chapters 9-13 (pages 240-375)
- “Art of Readability” and “Art of Legibility” handouts

## Oct. 15

- Quiz #6
- In-class midterm project

### Homework:

- “Exploring Photoshop CS6,” Preface and Chapters 1-4 (pages XI to 89)
- “Common Design Pitfalls” handout
- Describe your final project (500 words)

## Oct. 22

- Quiz #7
- Photoshop #1

### Homework:

- Photoshop assignment #1
- “Exploring Photoshop CS6,” Chapters 5-7 (pages 90-181)
- Basic Photo Corrections handout

## Oct. 29

- Quiz #8
- Photoshop #2

### Homework:

- Photoshop assignment #2
- “Exploring Photoshop CS6,” Chapters 8-9 (pages 182-227)
- Photoshop Filters handout

## Nov. 5

- Quiz #9
- Photoshop #3
- Final project setup discussion

### Homework:

- Photoshop assignment #3
- Work on final project
- Read “Exploring Photoshop CS6,” Chapters 10-12 (pages 228-309)

## Nov. 12

- Quiz #10
- Photoshop #4

### Homework:

- Photoshop assignment #4
- Complete off-campus visit with professional designer
- Work on final project

## Nov. 19

- Photoshop #5
- Emerging technologies

### Homework:

- Complete off-campus visit with professional designer
- Work on final project

## Nov. 26

- No Class (Thanksgiving)

## Dec. 3

- InDesign, Photoshop integration
- Summary and wrap-up

### Homework:

- Complete off-campus visit with professional designer
- Work on final project

## Tuesday, Dec. 10

- Open Lab (optional)
- Professional visit summaries due

## Tuesday, Dec. 17

7 p.m. Final Projects Due

**NOTE:** This course also includes design and production of the school newspaper for the Foshay Learning Center. Details will be determined according to a schedule to be coordinated with USC’s Community Journalism course, which is taught by another instructor. This may include part of one or more weekends.

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## SCHOOL OF JOURNALISM ACADEMIC POLICIES

Journalism and Public Relations Instructors: Please include the following policies in your syllabi.

### PLAGIARISM/ACADEMIC INTEGRITY

Plagiarism is defined as taking ideas or content from another and presenting them as one's own. The following is the School of Journalism's policy on academic integrity as published in the University catalogue:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism." All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators and the school's academic integrity committee.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab without the approval of the instructor.

### ACADEMIC ACCOMMODATIONS

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is located in Student Union 301 and is open Monday-Friday, 8:30 a.m.-5 p.m. Their phone number is (213) 740-0776.

### INTERNSHIPS

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to one percent of the total available semester points for this course.

To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned in to the instructor by the last day of class. Note: The internship must be unpaid and can be applied only to one journalism class.

### CLASS ATTENDANCE

Students are advised to attend the first class meeting of their journalism classes or the instructors may drop them from their classes. The School of Journalism adheres to the university policy, which states "an instructor may replace any student who, without prior consent, does not attend... the first class session of the semester for once-a-week classes. It is then the student's responsibility to withdraw officially from the course through the Registration Department."

### GRADING POLICIES

*Undergraduate Degrees:* The School of Journalism expects its students to maintain at least a 2.7 (B-) grade point average in all journalism classes. Those who fall below this will receive additional counseling from faculty and advisement staff. Students are required to complete each journalism class with at least a grade of C-. Journalism courses with a grade of D+ or below must be repeated. Please note that the university's cumulative grade point average will include both grades in its calculations and students must maintain a minimum 2.0 GPA to graduate from USC.

*Graduate Degrees:* A minimum grade of C (2.0) is required in a course to receive graduate credit. Work graded C- or below is not acceptable for subject or unit credit toward any master's or doctoral program. A grade point average of at least 3.0 (B) on all units attempted at USC toward a graduate degree is required for graduation. In addition, a grade point average of at least 3.0 on all graduate work attempted at USC, whether or not all such units are applied toward the degree, is required.

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## Experience

### Lecturer

*University of Southern California*      *Los Angeles, CA*      Sep '93 - Present  
Member of the part-time journalism faculty, teaching a course in computer-assisted design since the course was first created at USC.

### Graphics Director

*Los Angeles Times*      *Los Angeles, CA*      Nov '89 - Jun '13  
I managed a Graphics Department staff of about 15 artists and editors responsible for all information graphics in print and online editions of the L.A. Times.

I have held a variety of other positions at The Times, including a stint as Editorial implementation leader for the pagination launch team, as well working at various times as a news editor, copy chief, assistant copy chief and copy editor for Main News, Business, Metro and Suburban sections. Prior to assuming the role of graphics director in December 2001, I was executive news editor, Features, for which I supervised the copy and design desks for the Times' Features operation. For about three years previously, I was graphics and technology editor for Metro.

### Lecturer

*University of Southern California*      *Los Angeles, CA*      Sep '92 - May '93  
Taught copy editing for one semester.

### Part-time instructor

*California State University,*      *Northridge, CA*      Sep '91 - May '92  
*Northridge*  
Taught an Introduction to Mass Media course.

### Copy editor and slot

*Los Angeles Herald-Examiner*      *Los Angeles, CA*      May '89 - Oct '89  
Copy editor and news slot at the Los Herald-Examiner in the last months before the newspaper folded.

### Instructor of Mass Communication

*Truman State University*      *Kirksville, MO*      Aug '85 - May '89  
Full-time instructor of mass communication/journalism courses at Northeast Missouri State (now known as Truman State University); taught News Writing, Copy Editing, Feature Writing, Media Law and History of American Journalism in addition to overseeing freshman and senior seminar courses.

### Copy editor and designer

*Pasadena Star-News*      *Pasadena, CA*      Apr '84 - Aug '85  
Held full-time copy and design positions at the Star-News while also enrolled as a full-time graduate student at USC.

### Academic adviser

*University of Southern California*      *Los Angeles, CA*      Sep '84 - May '85  
Advised undergraduates in USC's public relations sequence as a teaching assistant during the time that I was enrolled in the university's Graduate School of Journalism (and also was working full time at the Pasadena Star-News).

**Teaching assistant**

*University of Southern California*      *Los Angeles, CA*      Sep '83 - May '84  
 Served as a teaching assistant for an Introduction to Journalism course taught by professor Leonard Leader. Primary duty was grading of student papers.

**Staff Assistant in Public Relations and Student Newspaper Adviser**

*Truman State University*      *Kirksville, MO*      May '80 - Aug '83  
 Worked in the university's Public Relations office and advised the campus newspaper at Northeast Missouri State (now called Truman State University); was also a part-time instructor of Editing and News Writing courses, and edited the campus alumni magazine in addition to handling design, writing and editing duties for various recruitment publications.

**Education****Master of Arts** (Print Journalism)

*University of Southern California*      *Los Angeles, CA*      Dec '85  
 Graduated with honors.

**Bachelor of Arts** (Mass Communications)

*Truman State University*      *Kirksville, MO*      May '80  
 Graduated summa cum laude.

**Publications and Presentations****Awards**

Designed, consulted on or supervised production of pages and graphics that have won various awards, including more than 400 for the Los Angeles Times since 2002 in the annual competition of the Society for News Design. The Graphics Department under my direct supervision received more than 25 of those awards. The L.A. Times also was honored as the sole winner of the information graphics award by the Society of Professional Journalists for six years in a row, beginning with work completed in 2004 and continuing through 2009.

Participated with other members of the L.A. Times staff in coverage that won the Pulitzer Prizes for spot news coverage of the 2003 California wildfires, 1998 North Hollywood shootout, 1994 Northridge earthquake and 1992 L.A. riots. Participated in developing graphics and/or page designs for various other Pulitzer winners by The Times in recent years, including the series of stories about King-Drew Hospital that won the prestigious public service award in 2005 and the Altered Oceans project that won the Pulitzer for explanatory reporting in 2007. Graphics prepared under my supervision were a key component of the Big Burn investigative series that won the Pulitzer for explanatory journalism in 2009.

Among other educational honors, I was recognized as USC's outstanding part-time undergraduate journalism faculty member in 1996.

Received or shared various other design and headline awards, including recognition by the L.A. Press Club and the California Associated Press News Editors, as well as numerous mentions in The Times' internal recognition programs.

Shared in a variety of design awards from the Council for the Advancement and Support of Education in the early 1980s won by Northeast Missouri State's recruitment and alumni publications.

**Additional Info****Areas of expertise:**

Project organization and management.

Journalism education.

Proficient in InDesign, QuarkXpress, Photoshop, Illustrator, CCI, Freehand and other computer-assisted design applications.

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## EXPERIENCE

### **Red Badge Consulting Inc.: SENIOR CONSULTANT**, April 2011 to present:

Trainer and documentation editor for CCI NewsGate software installation at Gannett newspapers.  
Provide one-on-one in-newsroom support for staff.

### **University of Southern California, ADJUNCT LECTURER**, January 2011 to present:

Co-instructor of "Publication Design and Technology," a junior-level course in design fundamentals and Adobe InDesign and Photoshop software.

### **Episcopal Church, COMMUNICATIONS CONSULTANT**, August 2008 to present:

#### Holy Spirit, The Church of the Epiphany, St. James':

Design templates and write, edit and lay out content for print newsletters. Design and edit weekly Constant Contact e-mail, resulting in more efficient and timely distribution of information to a wider audience and better-than-industry average open rate. Design and coordinate production of leaflets, ads, stationery, liturgy leaflets.

### **Los Angeles Times**, December 1986 to July 2008:

**DESIGN EDITOR, FEATURES** (6/2005-7/2008): Designed Highway 1 and Real Estate sections, working with department heads and photo and graphics editors to develop content display. Also designed pages for Daily Calendar, Home, Calendar Weekend and Food sections.

**TRAINER, REDESIGN PROJECT** (10/2002-5/2005): Compiled manual detailing hundreds of style elements for use by staff of more than 200 editors and page designers. Responsible for issuing style updates to staff. Tutored design staff in Adobe InDesign software fundamentals, resulting in on-time transition from use of QuarkXpress to InDesign throughout newsroom.

**CCI TRAINER AND SYSTEM "SUPERUSER"** (7/2000-10/2002): Wrote and edited training manual for CCI "Newsdesk" page-design program and taught staff of more than 150 designers, resulting in on-schedule conversion to new system. Developed and participated in pagination team tests to resolve problems and improve system. Provided technical support and ongoing training to reporters, editors and designers resulting in more efficient and creative use of system.

**FOOD SECTION NEWS EDITOR** (7/1995-7/2000): Coordinated copy flow, editing, layout and proofing of Food section. Wrote occasional feature items. Initiated update of Food section style manual. Launched effort making Food the first fully paginated section of paper, using Quark Xpress.

**NATIONAL EDITION ASSISTANT NEWS EDITOR** (1/1990-6/1995): Repackaged content of Los Angeles edition for East Coast version of paper, resulting in wider and earlier exposure of the paper in the New York City and Washington, D.C., markets.

**ASSISTANT BUSINESS NEWS EDITOR** (12/1986-1/1990): As first editor of special annual "Times 100" supplement, conceived story ideas, developed graphics themes, supervised composition of section, which gave Times readers a unique perspective on performance of companies in the state. Coordinated production of weekly "California and The Pacific" Business section. Supervised copy desk of eight persons and did layout for daily Business section, consistently meeting section's nightly deadline.

Prior to 1986: San Francisco Chronicle, Copy Editor; Oakland Tribune, Assistant News Editor; Sohio Petroleum Company, Editor and Proofreader; The Houston Post, Universal Desk Editor; Dallas Morning News, Copy and Layout Editor.

## TEACHING EXPERIENCE

### **Los Angeles Times**

**TRAINER:** Tutored design staff in software fundamentals.

**PANELIST:** Diversity Committee on minority workplace issues and news coverage.

**PRESENTER:** Diversity Seminar for all newsroom managers.

**University of Southern California, ADJUNCT LECTURER:** Co-instructor of "Publication Design and Technology," a junior-level course in design fundamentals and Adobe InDesign and Photoshop software. As consultant, evaluated content and advised redesign of USC Daily Trojan. Led design seminars for Daily Trojan editors.

**The University of Texas at Austin, TEACHING ASSISTANT:** Taught editing and headline-writing skills for a sophomore-level copyediting course. In junior-level reporting course, helped students develop news stories for the student daily.

## EDUCATION

### **The University of Texas at Austin**

Bachelor of Journalism with honors

Bachelor of Arts with honors

Graduate work in Journalism

### **The University of the South School of Theology (Extension), Sewanee**

Certificate, Education for Ministry program

### **UCLA Extension**

Coursework in print and web design, public relations, event planning

## AWARDS

### **Society of Newspaper Design:**

2008 Award of Excellence for Los Angeles Times Real Estate section design

2004 Award of Excellence for L.A. Times Food section design (shared)

**Los Angeles Times:** Honorable Mention for editing of "Times 100" supplement

**Oakland Tribune:** Publisher's awards (two) for headline writing

**The Houston Post:** "Spur" awards (two) for headline writing and page design