USCAnnenberg

JOUR 475: Print and Digital Design
for 21st Century Storytelling
4 units | Fall 2020 | Mondays, 6:30-9:50 p.m.
Section 21279R   **| Location** Online only

Instructors: Les Dunseith and Nick Cuccia

JOUR 475: 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 your work?

That's where JOUR 475 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 and digital design.

Course Objectives
- Learn the basic principles of publication and digital design
- Become proficient in InDesign and Photoshop
- Apply the principles and skills to create a portfolio-worthy final print publication project

Instructional Approach
JOUR 475 takes advantage of the USC School of Journalism's free access to Adobe software programs that are representative of the types used by design professionals today. Through in-class exercises and selected graphic design projects, students become skilled in two widely used design programs, Adobe InDesign and Adobe Photoshop, and how to apply them and other design tools to today's print and digital publishing environment.

Remote Instruction
In Fall 2020, JOUR 475 is being taught remotely for the first time as a result of the ongoing coronavirus pandemic. Instructors have adjusted the course plan based on how they anticipate the move to remote instruction will impact lessons, but some additional changes may be needed as instruction proceeds and the health crisis evolves. More so than usual, this syllabus should thus be viewed as setting forth the expectations for the course, rather than as a fixed and unchangeable description of exactly how the semester will play out.

The instructors welcome student suggestions to make the online experience as fulfilling and enjoyable as possible.

Some presumptions:
- Students enrolled in JOUR 475 who are not experiencing extenuating circumstances will be logged on via Zoom during the scheduled class time.
- Students whose extenuating circumstances prevent them from logging in during class sessions will be expected to work with the instructors to develop a consistent plan of action for asynchronous class participation. This plan should not vary from week to week unless the student's situation radically changes. It is the student's responsibility to notify the instructors prior to class when such circumstances occur.
- Recordings of live class sessions will be available to those students experiencing the course asynchronously.
- The recordings will also be available to those who logged in during class time, of course, but should be viewed as a resource for review rather than a substitute for in-class live participation.
- Instructors will make themselves available outside of normal class hours to assist students with homework exercises and to answer questions. These will be handled as "open lab" sessions, with a schedule to be determined early in the semester to match student schedules as conveniently as possible. The schedule will be posted and updated in a manner that all students — live and asynchronous — can access.
- During live classes and open lab sessions, efforts will be made to provide both group discussions and one-to-one interaction between individual students and the instructors. The use of Zoom breakout rooms is one method that will be utilized during class time.
- The instructors strongly encourage that quizzes be completed during class time. Accommodations can be made for an alternative version of any quiz to be done as a take-home exercise without penalty, but such arrangements must be made with the instructors prior to the class session during which the quiz was scheduled. Any students experiencing the entire course asynchronously will complete their quizzes in this manner.
- The final projects for JOUR 475 are envisioned as printed documents. Although it is possible that circumstances could change enough to allow for submission of a paper document for grading purposes, the instructors realize this is unlikely. Details of how final projects will actually be submitted will be finalized and explained to students at least one month before their due date.

Assignments

The course is project-oriented, and students can expect plenty of hands-on exercises throughout the semester. JOUR 475 culminates with each student producing an original publication of his or her choosing, such as a newsletter, a short magazine or marketing collateral for a business campaign. Projects with a digital component are possible with the instructors' permission but must be fully created and executed/prototyped using InDesign and Photoshop.

The course emphasizes "learning by doing," with minimal traditional lecture material. Most class sessions include a combination of quizzes, problem-solving discussions and design exercises. Peer reviews will occur in both live and written form. Class sessions last about 3½ hours, with the time subdivided into modules that include analysis, planning and execution of specific design challenges, practice assignments and software training.

Required Reading
- "The Non-Designer's Design Book," Williams
- "Exploring InDesign CC," Rydberg
- Multiple handouts as distributed throughout the semester (also available digitally)

Supplementary Materials
- Associated Press Stylebook and Libel Manual
- Active USC email account w/ Google integration
- Laptop capable of running the latest versions of Adobe InDesign and Photoshop

Assessment
Students earn points based on the following approximate breakdown:

Quizzes (8 at 10 pts.):	80	20% of course grade
Exercises, homework, other assignments:	140	35% of course grade
Final project:	180	45% of course grade

Extra-credit assignments may be offered at the discretion of the instructors.

Final grades are assigned as follows:

95-100%: A	74-76%: C
90-94%: A-	70-73%: C-
87-89%: B+	67-69%: D+
84-86%: B	64-66%: D
80-83%: B-	60-63%: D-
77-79%: C+	0-59%: F

Grading Standards
All assignments are evaluated based on the following:
● The student has fulfilled the content requirements stated in the assignment instructions.
● The student has used the appropriate software tools and methods as demonstrated in class or textbooks.
● The student has followed and applied, where appropriate, the design principles explained in class or textbooks.
● The student has shown initiative, critical thinking and creativity, where appropriate, in executing design assignments.
● The student has created the assignment in the correct format(s) and turned in all components via upload by the requested deadline.

Although class grading is based on points and not letter grades, students who choose to translate those points into mathematical percentages to better understand their standing in the class should keep the following broad standards of performance in mind:

"A": Submitted work shows mastery of required software techniques and creative fluency in the design principles. It followed all instructions/steps in the assignment, and it was completed by the deadline.
"B": The submitted work shows a solid working knowledge of required software techniques, avoiding significant violations of design principles. Deadlines were met.
"C": Although deadlines were met, the student's efforts exhibit significant shortcomings in software techniques and design principles.
"D": The student's work does not meet content requirements or shows major shortcomings in software usage and/or design. Missing the deadline may also be a factor.
"F": Student has failed to turn in the assignment, or the submitted work does not fulfill basic expectations.

Submission of Work
● In-class "walk-through" exercises from individual class sessions are to be submitted immediately upon completion unless otherwise stipulated.
● All homework is to be turned in at the beginning of each class session. Homework assignments correspond directly to in-class material, so it's important to keep up with the work.
● Class attendance and completion of all assignments and projects are vital.
● Most class sessions include a quiz based on reading assignments. It is the student's responsibility to be fully prepared for these quizzes by class time each week.
● Makeup work for full credit is allowed only with prior consent of an instructor. It is the student's responsibility to seek this approval prior to class time and to document the approval when submitting the makeup work for grading.
● Makeup work from an unexcused class session will be assessed a penalty of up to 50%.
● Makeup quizzes and assignments must be completed within two weeks of the original due date.

- Electronic submission of assignments is required. Details about the specifics of this process will be explained at the beginning of the semester.
- It is the student's responsibility to keep track of grades posted on Blackboard, and to report discrepancies or omissions promptly.

Grading Timeline
- Most assignments will be graded electronically within one week of submission; any exceptions will be announced during class time on the date of submission.
- Graded files are posted with comments to a shared folder on a Google Drive that is accessible to all students. Anyone wishing to have graded work returned in a different manner can arrange with the instructors to do so.

Laptop Policy
- All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Digital Lounge for more information.
- To connect to USC's Secure Wireless network when on campus, please visit USC's Information Technology Services website.
- Workflow in JOUR 475 involves uploading/downloading, storing and accessing files to/from Google Drive (access to be provided at the beginning of the semester). Students should have a basic knowledge of, and facility with, accessing and handling files. Instructors will provide tips and advice for efficient use.
- Students will need to be proactive in seeking university accommodations for those who lack ready access to high-speed internet connections.
- JOUR 475 involves working with large files and software programs that demand robust file storage capacity, fast processor speeds and adequate RAM memory. If your personal computer proves inadequate, it will negatively impact your class experience. Communicate any hardware problem to the instructors immediately upon discovery so that accommodations can be pursued.

Adobe Software
- All students need to install the latest version of the Adobe Creative Suite on their personal computers. This software is free for students enrolled in USC Annenberg classes, and detailed instructions about the installation process can be found on the Annenberg Digital Lounge at this link: http://www.annenbergdl.org/adobe/
- InDesign and Photoshop are the primary focus, but in-class instruction will also include Bridge and, perhaps, a bit of Adobe Illustrator; other Adobe programs may be referenced on occasion.
- Be sure to include all available Adobe fonts during the installation process. Fonts used in the InDesign textbook are available in the JOUR 475 folder on Google Drive; instructions for installing will be given in the first class.

Add/Drop Dates for Session 001 (13 weeks: 8/17/20 – 11/13/20)

Friday, September 4: Last day to register and add classes for Session 001
Friday, September 4: Last day to change enrollment option to Pass/No Pass or Audit for Session 001
Friday, September 4: Last day to drop a class and receive a refund to avoid a mark of "W" on student record and STARS report
Friday, September 4: Last day to purchase or waive tuition refund insurance for fall
Friday, October 2: Last day to drop a course without a mark of "W" on the transcript only. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]
Friday, October 2: Last day to change a Pass/No Pass course to letter grade
Friday, November 6: Last day to drop a class with a mark of "W" for Session 001

Grade Requirement

Although JOUR 475 is an elective course, grades for the course are factored into the computation of overall grade averages for the School of Journalism, and a low grade thus could negatively affect a student's ability to earn a degree. Students should consult with their academic advisers if they have any questions about the specific grade point average requirements for their academic program.

About Your Instructors

Les is the faculty adviser for the Daily Trojan at USC and executive director of communications for the UCLA Luskin School of Public Affairs. He previously worked as a copy editor, designer and graphics editor in daily newspapers, primarily at the Los Angeles Times.

Nick is a freelance designer and editor in the nonprofit and academic sectors. He is a former trainer for Red Badge Consulting, which provides support for CCI NewsGate, a widely used newspaper editing and layout program. Before that he was a copy editor and designer in newspapers, including the Los Angeles Times, San Francisco Chronicle and Dallas Morning News.

For more details about the instructors' careers, see their individual profiles on LinkedIn.

JOUR 475 COURSE OUTLINE

Instructors reserve the right to adjust, including adding or changing assignments to this general outline. Homework exercises are assigned to match course content, with one or two exercises due at the beginning of most class sessions.

Aug. 17 Week 1
- Intro, explanations, InDesign basics

Reading and Homework:
- "Exploring InDesign," Preface and Chapters 1-2
- Design assignment #1: Good/Bad

Aug. 24 Week 2
- Design Basics
- Design and InDesign training
- In-Class Practice Exercise (Apple ad)

Reading and Homework:
- "The Non-Designer's Design Book," Chapter 1
- Design exercise: Wyndbreakers

Aug. 31 Week 3
- Quiz #1
- Design and InDesign training
- In-Class Practice Exercise (Olympics)

Reading and Homework:
- "The Non-Designer's Design Book," Chapters 2-6; "Exploring InDesign," Chapters 3-4
- Design exercises: Desserts (Ch. 3), Monsters (Ch. 4)

Sept. 7 Labor Day (no class)

Sept. 14 Week 4
- Quiz #2
- Real world design for print and web
- InDesign training and exercises

Reading and Homework:
- "The Non-Designer's Design Book," Chapters 7-8; "Exploring InDesign," Chapter 5-6
- Design exercises: Fun in the Sun (Ch. 5), CD cover (Ch. 6)

Sept. 21 Week 5
- Quiz #3
- Design (color) and InDesign training

Reading and Homework:
- "Non-Designer's Design Book," Chapters 9-14 and appendix; "Exploring InDesign," Chapters 7-8
- Design exercise: Hooks & Ladders poster (Ch. 7)

Sept. 28 Week 6
- Quiz #4
- InDesign training (styles, etc.)
- In-class exercise: Yoga flyer redesign

Reading and Homework:
- "Exploring InDesign," Chapters 9-10; "Typographical Blunders" and "Grid Layouts" handouts
- Complete Yoga as homework if necessary
- Design exercise: Miljat (Ch. 9)

Oct. 5 Week 7
- Quiz #5
- Design (grids)
- InDesign Tips & Tricks
- Setup for Voyage Galapagos in-class exercise

Reading and Homework:
- "Exploring InDesign," Chapters 11-14
- Complete magazine design analysis assignment

Oct. 12 Week 8
- Quiz #6
- Digital Design
- Continue Voyage Galapagos

Reading and Homework:
- "Art of Readability" and "Art of Legibility" handouts
- Description of final project (500 words maximum)
- Design exercises: American Country (Ch. 7), id (Ch. 8)

Oct. 19 Week 9
- Quiz #7
- Final project setup discussion
- Finish InDesign lessons and/or begin Photoshop training

Reading and Homework:
- "Common Design Pitfalls," Photoshop handouts
- Final project assembly of assets begins
- Finish Voyage Galapagos as homework if not already completed

Oct. 26 Week 10
- Quiz #8
- Photoshop training

Homework:
- Final project setup; finish assembly of assets; begin layout
- Optional extra credit exercise due: Bitter Apple (Ch. 11)
- Complete Photoshop homework #1

Nov. 2 Week 11
- Photoshop training

Homework:
- Complete comp 1 of final project
- Complete Photoshop homework #2

Nov. 9 Week 12
- Photoshop training

Homework:
- Complete comp 2 of final project
- Complete Photoshop homework #3

Nov. 16 Week 13
- Wrap-up and reflection

Homework:
- Fine-tune final project in consultation with instructors

Nov. 23
- 7-9 p.m. Final project submission and presentation

University and School of Journalism Policies and Procedures

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 that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 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 into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems
a. Academic Conduct

Plagiarism
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

USC School of Journalism Policy on Academic Integrity
The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"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."

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 approval of the instructor.

b. Support Systems
Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscsa.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/additional-funding-resources
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]
https://undergrad.usc.edu/faculty/bread/
The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally "breaking bread" over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.