Title: Multimedia Layout and Design
Abbreviation and Number: JRNP415
School: Communication and Creative Arts
Department: Journalism and Communication
Credits: 3
Course Sequence: (X) Fall ( ) Spring ( ) Fall and Spring
Hours Per Week: ( ) Lecture (3) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen
( ) Other (Specify)
Pre-requisite(s): JRNW310 or permission of Chair/Instructor
Co-requisite(s): JRNW410

COURSE DESCRIPTION
This course equips students with the fundamental skills required for the production of print and online media. These skills include typography, headline writing and formatting, page design and layout for newspapers, magazines and online publications.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Develop ideas and designs for a journalistic publication using original stories;
2) Analyse the issues surrounding the production of a journalistic publication both for print and online;
3) Apply theoretical concepts to practice; and
4) Design, develop and produce an industry standard journalism product.

COURSE CONTENT
I. The Medium, the Market and the Profit Motive
   A. Market analysis
   B. Demographics
   C. Advertising considerations
   D. Style, tone and pitch

II. Art of Layout
   A. History of desktop publishing and layout styles
   B. Contemporary design approaches
   C. Developing a brief, template, dummy

III. Mechanics of Layout
   A. Manipulating the software
   B. Design techniques
   C. Keeping up to date with software advances

IV. Working with Images and Graphics
   A. Manipulating the software
   B. Design techniques

V. Finalizing for Print
   A. Balance, white space, leveling off
   B. Final preparations
VI. Converting Layouts for the Web
   A. Image optimization
   B. Adapting a print layout into a multimedia program
   C. Working with pdf files, flash and Adobe

ASSESSMENT
Class assignments .....................30%
Multimedia project ....................20%
Portfolio ................................50%
Total ....................................100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS

WEBSITES
www.bestfrontdesign.com
www.cosmopolitan.com
www.nationalgeographic.com
www.newsdesigner.com/blog
www.newseum.org/todaysfrontpages
sportsillustrated.cnn.com
www.time.com/time