

PROCESS A NON-GENERAL EDUCATION - CURRICULUM PROPOSAL

SCC #04-05- 203

Deadlines
October 8, 2004 to be implemented Fall 2005 - February 11, 2005 to be implemented Spring 2005

PROPOSAL TITLE: Advanced Publication Layout and Design

Approved
and
signed

Sponsor(s): Claudia Cuddy E-Mail: Cuddy@rowan Ext: 5414

DEPARTMENT: Journalism

COLLEGE: Communication

If Liberal Arts & Sciences CHECK: History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED NON-GEN-ED PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

- New non gen-ed course
- Short-term non gen-ed course
- Minor curricular changes (fewer than three) to
- Existing non gen-ed course
- Non gen-ed degree requirements
- Major
- Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: 10/2/04
 Department Curriculum Chair: Caroline Kelley (CM) Date: 10/6/04
 Academic Dean: [Signature] Date: 10/6/04

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 10/26/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: [Signature]
 Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement: 12/20/04
 Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 1/11/05

Approved Not Approved

REGISTRAR

Date: 1/14/05 Course Description Received & Approved - Regs Taxonomy & Course #: 0602425
 Registrar Signature: [Signature]

NOTIFICATION FORWARD

- SCC Chair
- Academic Dean
- Department Chair
- Registrar
- IR
- CAP
- VP Student Affairs
- Others

12/18/04

TM
2/7/05

(rw)

PROCESS A NON-GENERAL EDUCATION - CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM REQUIRED

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Department Chair: [Signature] Date: 10/5/04
Department Curriculum Chair: Cardone Kelley (CM) Date: 10/6/04
Academic Dean: [Signature] Date: 10/6/04

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: _____ Approved _____ Not Approved _____

COLLEGE CURRICULUM CHAIR: _____

Senate Curriculum Chair Signature: _____ Date: Senate Announcement _____

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: _____ Date: _____

Approved Not Approved

REGISTRAR

Date: _____ Course Description Received & Approved - Megis Taxonomy & Course #: _____

Registrar Signature: _____

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar IR CAP
 VP Student Affairs Others

Rowan University
**CURRICULUM PROPOSAL
 LIBRARY RESOURCE FORM**

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library and to identify resources the library should acquire to support the course/program. The information will also provide rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. **THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.**

- The sponsor(s) complete parts A & B. If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E.

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College Communication Department: Journalism
 Proposed by: Claudia Luddy Date: Oct 4, 2004
 Course Title: Advanced Publication Layout and Design
 Anticipated Date for Course/Program Offering: Fall 2005

B. List specific resources that should be acquired to support this course.

See page 4, attached

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

There is an adequate collection of materials, but as with most technology-related courses, we do see the need for regular maintenance; several proposed additions are recommended.

D. List key periodicals available in the library to support this course/program.

Editor and Publisher, Publishers Weekly, Ad Age, SBS Digital Design, Computerworld, PR Quarterly, Popular Photography

E. Librarian comments and recommendations.

Campbell Library already holds 7 of the 12 suggested book titles. The remaining 5 will be ordered to support this course.

Name: LIBRARIAN LIAISON Carl Hausman Librarian Signature: Benjamin Fisher

Course Proposal
Advanced Publication Layout

Proposal prepared by Claudia Cuddy
Assistant Professor, Journalism

Contents of this Proposal

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I. Details of the Proposed Course

Course Title

Advanced Publication Layout

Sponsor

Claudia Cuddy, Department of Journalism. The proposal is sponsored by the Department of Journalism in the College of Communication.

Credit Hours

The course will carry 3 credit hours.

Course Level

Advanced Publication Layout will be a 400 level course. The course is NOT a general education offering.

Prerequisites

0602.317 Publication Layout and Design

Suggested Time and Scale of Implementation

The course will first be offered in Fall 2005. It was offered as a Special Topic in Spring 2004 and will be offered again Spring 2005. When officially adopted, this course will be offered once in the Fall and twice in the Spring.

II. Curricular Effect

Offerings

Advanced Publication Layout will not duplicate existing course content in the College of Communication or in other colleges of the university. The course follows a natural sequence from the prerequisite course, Publication Layout and Design. The course will fulfill a Related Elective or Free Elective. It will be open to all students throughout the university.

Adequacy of the Present Staff, Resources, Space Needs

Staff: The course will be taught initially by Claudia Cuddy. Cuddy has a 24-year professional background in book, magazine, and newsletter publishing, with specialties in page layout (QuarkXPress) and editing. She holds the certification of E.L.S., Editor in Life Sciences, which encompasses advanced editing skills as well as advanced typography knowledge. Her textbook, *Communicating with QuarkXPress: Integrating Principles of Design and Techniques of Layout*, is currently used by the Publication Layout and Design classes.

Resources and Space: Current computer labs in Bozorth are adequate. QuarkXPress and Photoshop programs are installed on the computers in Room 30. Web access is available.

Recommended Library Resources

The library currently has several books about layout, editing, and design. However, the collection is somewhat dated because of the rapid advances in publishing technology. Appendix A lists my recommended books to add to the library collection, for a cost of about \$360.

Short-term Evaluations

A focus group of students who took the course for its first time evaluated the course, which led to my changing the topical outline and content. Students suggested more emphasis on practicing advanced QuarkXPress skills as opposed to getting right into projects. Therefore, I am rearranging the activities to allow students to solidify their skills before they create the multiple-page publications. Second, they wanted more exposure to the printer stage such as choosing paper and overall communication with a printer; thus, a trip to the printer is built into the curriculum. Finally, the projects were overwhelming and took up too much time. Therefore, I readjusted the projects. For example, instead of a 24-page booklet, an 8-page booklet will teach the same principles.

III. Rationale

As our College of Communication moves toward enhancement of its writing courses, even adding a writing arts undergraduate major, this course will fit into its plan. **Advanced Publication Layout** adds versatility to our journalism majors interested in the magazine industry. Currently we have Magazine Article Writing as a course, but we don't have a course for those students interested in the layout and production of books and magazines. This course will meet the needs of those students.

Competency in page layout is becoming more important for getting jobs in the newspaper and journal/magazine industries. A candidate's ability to lay out (paginate) his or her work, in addition to writing, gives that candidate a competitive advantage. Repeatedly, our students report to us that they got their job or a pay raise because of their layout proficiency. This feedback led me to design this course.

Furthermore, students finish the first course, Publication Layout and Design, and ask for more. They finish the course with all the basic competencies, and they want to keep going. This enthusiasm will be channeled to the larger projects through the advanced course.

IV. Essence of the Course

Objectives of the Course

When students complete this course, they will be able to:

- ◆ Demonstrate competency in all aspects of editorial production: writing, editing, planning layout, executing layout, doing imposition of units, writing specifications for printer.
- ◆ Discuss their research of a topic related to the publishing world.
- ◆ Translate their theoretical knowledge of the meaning and function of page layout into a quality product.
- ◆ Create and work with PDF files.
- ◆ Use a digital camera to shoot headshots.
- ◆ Perform photoshop alterations.
- ◆ Sharpen editing and proofreading skills.
- ◆ Perform proficiently in the page layout program, QuarkXPress:
 - Create and modify master pages, both “facing pages” setup and single-page setup.
 - Create and implement templates.
 - Set up the five kinds of tabs and use them in practical situations: menus, table of contents, awards and dinner programs.
 - Expand existing style sheets and create new ones; append style sheets.
 - Work in multiple-page documents of various page sizes.
- ◆ Survey Adobe InDesign, an emerging layout program.

Topical Outline and Content

Advanced Publication Layout will meet twice a week (day classes) or once a week (night class). Students will be instructed that they will need to spend time outside of class in the computer lab to complete their assignments.

Students will participate in all aspects of editorial production: they will write, edit, plan layout, execute layout, do imposition of units, write specifications for printer, take to printer (magazine, newspaper, booklets). Students will be required to complete the following assignments:

- An 8-page booklet, 5½ x 8½. They will write and edit this copy, and take digital headshots. They will learn how to do an imposition of pages (moving them on the computer so they print out in the correct order for a book).
- Newspaper pages, 11 x 17. They will paginate Page One and their choice of a few other pages.
- Magazine or journal. Using articles from the Magazine Article Writing classes, this class will create a magazine, with table of contents and ads.
- Program. This is a typical folded page used for dinner programs and awards banquets.
- Research project on a topic related to publications: readability, print production, electronic trends in print, etc.
- Service project.
- Class trip to printer.

Each of the above projects encompasses various skills used in the print production pipeline. You can read more about these projects in Appendix B, the syllabus used for the first offering of the course as a Special Topic.

Books for this course:

The Newspaper Designer's Handbook, 5th ed. Tim Harrower.
McGraw Hill, New York, 2002.

QuarkXPress for Windows & Macintosh: Visual Quickstart Guide.
Elaine Weinman & Peter Lourekas. Peachpit Press, Berkeley, CA, 2002.

Communicating with QuarkXPress: Integrating Principles of Design and Techniques of Layout. Claudia Cuddy. Kendall/Hunt Publishing, Des Moines, IA, 2003.

Evaluation of Students and Grading Procedure

Grading will be based on the assessment of each student's performance in the process and the product of the publication. When the project requires a team effort, students will be graded on their overall contribution, attendance, level of effort expended, and amount of cooperation demonstrated. On individual projects, they will be graded on the effort expended and the quality of the resulting publication.

Course Evaluation

Standard student evaluations will be administered during the final weeks of the course. The course will be re-evaluated by the Journalism Department after the initial semester. In addition, to assess the relevancy of the course to job sites, I will seek feedback from internship on-site advisers if the student is working with layout.

V. Results of Consultations

This course does not duplicate content of any existing course. Current courses offered by the College of Communication deal with writing and editing but not the production of publications. Many of our students are getting jobs with newspapers or in the magazine/journal industry, and we have heard repeatedly from students that their QuarkXPress layout competence, combined with their editorial ability, gave them the edge.

The Art Department's Graphic Design V course emphasizes the creative process and designing high quality publications. A student from Advanced Publication Layout who shows exceptional aptitude in design will be encouraged to take this course in the Art Department.

Letters from interested parties are attached in Appendix D.

0602.135
2, st.

Catalog Description

Advanced Publication Layout. This course provides a thorough experience in print production through its various stages: writing, editing, layout, imposition, proofs, and printer specs. Using QuarkXPress, students build on the skills and knowledge acquired in Publication Layout and Design. They work with various page sizes, create multiple-page documents such as booklets and magazines, practice newspaper pagination, and create master pages, templates, and tables. Other topics include digital photography, manipulation of art in Photoshop, an overview of Adobe InDesign, and working with commercial printers.

Hegis number of prerequisite:

0602.317 Publication Layout and Design

Appendices

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B. Course Syllabus (first time as Special Topic)	9-13
C. Glossary of Terms	14
D. Letters of Consultation	15

Appendix A

Recommended Library Resources

- The Copyright Permission and Libel Handbook: A Step-by-Step Guide for Writers, Editors, and Publishers.* Lloyd Jassin & Steven Schecter. John Wiley & Sons, Hoboken, NJ, 1998.
- Design Companion for the Digital Artist* (Against the Clock series). Valan Evers & Ericka Kendra. Prentice Hall, Upper Saddle River, NJ, 2002.
- Designing Visual Language: Strategies for Professional Communicators.* Charles Rostelnick & David D. Roberts. Allyn & Bacon, Needham Heights, MA, 1998.
- How to Understand and Use Design and Layout.* Alan Swann. John Wiley & Sons, Hoboken, NJ, 2003.
- The Non-Designer's Design Book.* Robin Williams. Peachpit Press, Berkeley, CA, 2003.
- Editing for Clear Communication.* Thom Lieb. McGraw-Hill Higher Education, New York, 2002.
- Editing Your Newsletter – How to Produce an Effective Publication Using Traditional Tools and Computers.* Mark Beach. Writer's Digest Books, Cincinnati, OH, 1995.
- Newsletter Design: A Step-by-Step Guide to Creative Publications.* Edward A. Hamilton. John Wiley & Sons, Hoboken, NJ, 1997.
- The Newspaper Designer's Handbook*, 5th edition. Tim Harrower. McGraw Hill, New York, 2002.
- Getting It Printed: How to Work With Printers and Graphic Imaging Services to Assure Quality, Stay on Schedule and Control Costs.* Mark Beach & Eric Kenly. North Light Books, Cincinnati, OH, 1999.
- Public Relations Publications: Designing for Target Publics.* Linda P. Morton. Sultan Communications Books – Colbert House, 1005 N. Flood, Suite 138, Norman, OK 73069, 2000.
- The Mac is Not a Typewriter.* Robin Williams. Peachpit Press, Berkeley, CA, 2003.



Advanced Publication Layout and Design

This course provides a thorough experience in print production through its various stages: writing, editing, layout, imposition, proofs, and printer specs. Using QuarkXPress, students build on the skills and knowledge acquired in Publication Layout and Design. They work with various page sizes, create multiple-page documents such as booklets and magazines, practice newspaper pagination, and create master pages, templates, and tables. Other topics include digital photography, manipulation of art in Photoshop, and working with commercial printers.

Book

Suggested books:

- **Communicating with QuarkXPress: Integrating Principles of Design and Techniques of Layout**, Claudia Cuddy (Kendall/Hunt Publishing Co.)
- **Visual Quickstart Guide: QuarkXPress for Windows & Macintosh**, Elaine Weinmann & Peter Lourekas
- **The Mac Is Not a Typewriter**, Robin Williams
- **The Newspaper Designer's Handbook**, Tim Harrower

Materials

1. USB storage device: 128 MB or 64 MB. These are called flash, pocket or keychain devices. We have no zip or floppy drives anymore. A 1.0 or 1.1 connection fits into the keyboard, whereas a 2.0 connection fits into the back of the computer.
2. Three-ring binder (1") or folder of some kind to keep handouts.
3. Expanding file folder for *Ideas File*.

Contacting Mrs. Cuddy

Home office phone: **423-9359 (best bet)**

School office: 256-5414

Home fax: 423-3219

Mailbox: Main office area of Bozorth (down left hallway)

Email: editorcuddy@mac.com

Web site: www.claudiacuddy.com

The two unpardonable questions:

1. *Did I miss anything in class? (Of course you did!)*
2. *What did we do in class today? (It took me an hour to do it; I can't tell you in 5 minutes.)*

Office Hours

Monday 1:45-3:00
Wednesday 1:45-3:00

Those are my official office hours, but you will find me around much more than that. I am usually in room 30, but my office is Bozorth 105.

Activities

1. Writing for layout projects
2. Strengthening editing skills
3. Skills tests and content tests
4. Working with iMacs – G4, System 10.3 (a.k.a. Panther)
5. Learning advanced QuarkXPress 6.0 skills
6. Creating multipage documents (accompanying skills: master pages, templates, tabs, tables)
7. Scanning and adjusting photos using Adobe Photoshop
8. Researching a topic related to publishing

You will need to plan on extra time in the lab to complete assignments. Check the schedule for this room (page 3). You are always welcome to work in our room when I'm in here if there's an open seat.

Attendance

You are expected to be present at every class. As you know from before, you can't afford to fall behind even one class.

Attendance affords you all these advantages:

1. The pleasure of each other's company
2. The feeling of inclusiveness
3. Firsthand practice at the jargon of layout, thus sharing "in-group talk"
4. Immediate feedback on assignments
5. Additional explanations on topics
6. Premium time on the computer
7. Staying in good favor with the teacher
8. Two points on your final grade for *perfect attendance* plus a cup of cookies

Punctuality

You know this is essential to your success and time management in this class. You are welcome to come before your class time of 9:25. The room is usually opened at 8 a.m. In addition, you are welcome to stay through the next two class periods on Tuesdays and Thursdays. The room is available quite often — check the schedule.

Everyone wants an A

The Three A's (over which you have control)

1. Attitude
2. Attendance
3. Assignments

The Fourth A (over which you have less control)

4. Ability

Assignments

You have all had class with me before, and if you remember, the entire semester was mapped out in minute detail in the syllabus. I am not doing that with this class. You'll find an overview of assignments on page 4, but due dates are not assigned to them yet.

In addition, you will be part of the planning in some cases. We want to develop a practical, useful course within a solid theoretical context. In other words, the course will be extremely challenging both in QuarkXPress skills and in publication management. When you have completed this course, you will be marketable as a page layout employee. At the least, your own town, church or association will be happy to have you to do their newsletters, booklets or programs.

Students who manage time well and spend additional time in the lab will usually perform better than those who don't. Now that is a profound statement, isn't it? It seems so obvious, but sometimes you forget that the best grades often go to the hardest workers, not the most talented. To remind you of the cliché: The race is won by the consistent plodding turtle rather than the faster but lazy rabbit.

Tests and Quizzes

If you have a problem attending on the day of a test or quiz, you must contact me (phone, email, answering machine) **BEFORE** the test or quiz. If there is no contact, there is no grade. Think of our class as your workplace. You always call in if you can't make it. Show the same responsibility toward your classes. You can't just show up next time and expect to take the test or quiz.

It is your responsibility to initiate the taking of a quiz if you have missed it because of absence. The quiz must be made up the class period you come back. Plan to come earlier or stay later if necessary. Email or call Mrs. Cuddy to remind her that you will be taking the quiz.

Grading System

1. Assignments and tests are graded numerically.
2. Final grades are computed in letters with the following numerical equivalents:

A	94–100	C+	83–84
A-	93	C	76–82
<hr/>		C-	75
B+	91–92	<hr/>	
B	86–90	D+	73–74
B-	85	D	68–72
<hr/>		<hr/>	
		F	67 and below

Academic Honesty

For Rowan's complete academic honesty policy, see http://www.rowan.edu/studentaffairs/deanstu/policies/academic_honesty/index.html

If you use someone else's work or take copy from the Internet without permission, you are plagiarizing. **Anyone caught plagiarizing any assignments will receive an F for the course.** This is very serious in the publication world. You will sign an honesty commitment (see page 3).

One last word

You will do more work for this class than in most of your other classes combined. If this is more than you bargained for, please feel free to withdraw. If you are serious about working in publications someday, then this sort of pressure is a warm-up for the real world. If you're on the fence about it, talk to me.

For those who hang in there: In May you will hold in your hands your finished products. You will be able to show a future employer a booklet, a newspaper, a magazine and more — that you did by yourself with competence! Talk about impressive...

Let our journey together begin.

Room 30 is food-free,
drink-free,
curse-free, and
complaint-free.



Bozorth Room 30 Schedule — Spring 2004

Time	Monday	Tuesday	Wednesday	Thursday	Friday
8:00-9:15					
9:25-10:40		Advanced Publications C		Advanced Publications C	
10:50-	University-wide Open Period	Publication C		Publication C	
12:15- 1:30	Publication C		Publication C		
1:45-3:00		News 2 QUIGLEY		News 2 QUIGLEY	
3:15-4:30	Journalistic Writing EISENBERG	News Lab Clark	Journalistic Writing EISENBERG	News Lab Clark	
4:45-6:00					
6:30-9:00		Publication W	Publication C	Publication DES	

- Blank spaces** = totally open times. Come in!
- 🍏** = publication classes. You are welcome to come in if any computers are available.
- X** = other subjects. Enter only by permission of instructor.
- Printing** = If any of us are speaking to the class, please do not print.

This is a copy of the form you will sign and give to me.

Advanced Publication Layout and Design • Spring 2004

I have read the section on Academic Honesty (syllabus, page 2), and I understand that if I am caught plagiarizing in any way, I will receive an F for the entire course.

Signed: _____

Printed Name: _____

Date: _____

Activities

Quark Projects

28-page booklet, 5½ x 8½, of class members

Each page of the booklet will contain the biosketch of each student with picture. You will write a biosketch of another class member and take his/her picture with a digital camera. Editors will edit your work. We will name the booklet, design the cover, design a template, construct a table of contents with tabbing and leader, make master pages, lay out the booklet and, finally, perform the imposition to make it printer-ready. You will all complete your own booklet based on the same template.

Mini-newspaper, 11 x 17

You will lay out four newspaper pages. We will most likely use favorite articles from past issues of *The Whit* unless the class decides otherwise. Your four pages will consist of a front page, editorial page, features page and your choice of a sports page or entertainment page. You will use ads of various sizes. You will learn how to make these pages into pdf format and send them to a commercial printer.

Magazine or Journal

This is the largest project of the class. You will do the same activities as for the booklet, but on a larger scale. You will decide as a class the theme or purpose of the publication, the audience, where to get the articles — whether to write them or collect them elsewhere. You will include departmental sections, ads and so forth. You will all work from the same template, but individual preferences can be made regarding certain components such as pullquote placement, picture placement and so forth. You will do editing as well as layout on this. You will be the one-person publication department of an association.

Menu

This is a project most likely done on your own. It must be at least 8½ x 11 and contain graphics and color. Your font and colors will reflect the flavor (chuckle) of the restaurant. You will be experimenting here with hierarchy of type, alignment, tabs and effectively squeezing a lot of information into a small space.

Program Booklet

You will design a simple program folder (folded size 5½ x 8½) with front graphic, list of officers/staff, order of events, and appreciation notes and so forth. This is like a dinner program or a graduation program.

Service Project

You must complete one gratis project of any kind, such as a brochure or simple newsletter. This must be completed by April 25. I will survey the Rowan community to see who has a need. This will most likely be done outside of class time. *Note: If the project is huge and there is a money attached, check with me first.*

Research Project

You will research a topic in the field of design: a communication theory, a design concept or possibly someone's contribution to the field. The papers will be about 5 pages double-spaced (12/24), which is around 2,000 words. It will later be laid out on one sheet of paper, double-sided, probably two columns. We will bind all these together for you to have a resource booklet. This will be done almost entirely outside of class time.

Tests and Quizzes

You will have a few skills tests and review quizzes. More information to follow.

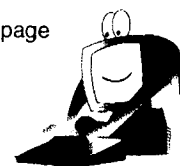
Trip to Printer

You will learn how to deal with a commercial printer, how to get quotes, how to choose paper and so forth. We will then take a trip to a printing company.

You should already be able to perform these activities. If you can't, refer to the appropriate pages and practice the skills.

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| | Step and repeat | | Create a bullet | | mailing panel and response panel |
| 87 | Color the type | | Set hanging indent | 273 | Append style sheets |
| | Shade the type | | Create "space before" | 275 | Rotate a group |
| | Drop shadow behind a reverse | 146 | Collect for output | 276 | Import text from Microsoft Word |
| | | 152 | Run text around all sides | | Find a layer |
| | | 154 | Apply runaround | | |
| | | 155 | Link text boxes | | |



Appendix C

Glossary of Terms

append style sheets – to open a new document and use the style sheets from another document. You can append any or all of the styles.

headshot – a picture taken of a person's shoulders and above.

imposition – the arrangement of pages that will appear in proper sequence after press sheets are folded and bound. Varies according to number of pages, sheet size, printing technique and binding method.

manuscript – typed copy before layout begins. The magazine accepts, accepts with revisions or rejects a manuscript. After editorial work is done on the accepted manuscript, it is sent to the art department for layout (it then becomes an article).

master page – page that governs other pages in your document. Whatever you put on this page appears on other pages in the document. Saves you the time of adding borders, adjusting column placement and setting margins for each page. Allows you to use automatic page numbering.

newsletter – a publication used to give current information to a specific audience. Can be in various sizes (commonly in 8½ x 11), has a centerfold and is usually greater than one typed page. One-page newsletters have become a marketing tool as have Web newsletters.

page layout – arranging the type and elements on a page.

page proof stage or page proofs – one of the final stages of correcting errors in a document before printing; very important proofreading is done at this stage. Used to be called blue line.

pagination – the numbering of the pages of a book, newspaper or periodical. In newspaper layout, pagination refers to the actual layout of the pages. The person who does this work would be called a paginator.

PDF – portable document format. A computer file made from printing to the PDF printer or exporting as a PDF.

pipeline – the system through which the article goes from the receipt of the manuscript to the publication of the article in a magazine.

publication – body of information distributed to others. Can take many forms such as flier, newsletter, brochure, etc.

QuarkXPress™ – a computer program used to process type and design page layout. Allows the user to create high-quality publications. Often referred to as the “industry standard” for publishing.

style sheet – used to apply formatting to the copy.

template – a document pattern that can be used repeatedly. The QuarkXPress template icon looks faded compared to a document icon.



Department of Communication Studies

October 4, 2004

Dr. Carl Hausman
Department of Journalism
Rowan University
Glassboro, NJ 08028

Dear Dr. Hausman:

Thank you for the opportunity to review your proposal for Advanced Publication Layout and Design. As advisors, we have noted the popularity of the basic publication layout and design course. Thus, it certainly seems a good choice to offer students the opportunity to have additional coursework in this area. We believe that this course will be a valuable offering for students in your program and anticipate that other students may select this course as an elective offering as well.

Sincerely,

Lorin Basden Arnold, Ph.D.
Associate Professor
Interim Department Chair and Curriculum Chair
Department of Communication Studies



Date: Oct. 5, 2003
To: Dr. Carl Hausman, Chair, Department of Journalism *CSK*
From: Suzanne Sparks FitzGerald, Chair, Public Relations and Advertising
Re: Advanced Publication Layout and Design

Our department fully supports your proposal for an Advanced Publication Layout and Design course. Our undergraduate public relations and advertising students as well as our graduate students are required to take Publication Layout and Design. Many of these students would like to continue beyond the basic competencies to develop print design capability as well as web design knowledge.

This new course should provide additional skills for not only journalism students, but also public relations and advertising students. Many pr practitioners need layout and design expertise to put together newsletters (print and online) as well as brochures and promotional pieces.

As indicated by our students and journalism students, this elective should prove popular and valuable to our students.

Thank you for consulting me.



University Relations

October 4, 2004

Claudia Cuddy
Journalism and Creative Writing
Rowan University

Dear Professor Cuddy:

Thank you for sharing your advanced publication layout and design course proposal with me. I believe the course you have described will provide students with critical skills many of our graduates are lacking.

As you know, I employ several communication majors each semester. What I ask them to do is no different than what they will face in entry-level positions upon graduation. While the core of their responsibilities requires that they are strong writers, I try to emphasize to them that presentation is sometimes as important as the written word.

Claudia, the course content looks as though it is in line with University Relations' needs. I look forward to working with more of your students.

Sincerely,

Joe Cardona
Director

Memo

TO: Claudia Cuddy

From: Susan Bowmam
Department of Art

Date: November 21, 2004,

RE: Letter of Consultation
Course Proposal
'Advanced Publication Layout'

Members of the Art Department have reviewed the course proposal 'Advanced Publication Layout.' with the requested change to omit the word 'design' within the document. The Art Department supports the revised proposal.