

Journalism 331 Graphics (iPad)

Fall semester 2014

Tuesday/Thursday 2:00 - 3:50

Manzanita Hall 211

CSUN Ticket number 10102

Course description

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.
- You will design web pages, HTML email, newsletters, and magazines.
- You'll build example projects with HTML and CSS, Markdown, Lucidpress, Pixlr, Adobe InDesign, Photoshop, and online site-building services Pancake.io, Weebly, Tumblr, and Google Sites.

By the end of the semester you will be able to

- Choose type, color schemes, photos, and layout styles appropriate for the audience you're trying to reach.
- Lay out a simple newsletter or magazine with Adobe InDesign.
- Read and understand an HTML document, and have an approximate idea what it will look like.
- Understand and use basic website services.
- Tweak existing pages and templates by editing the HTML and CSS (Cascading Style Sheets). The same techniques can be used to create HTML email.
- Understand how stylesheets are used in both word processing and page layout as well as web design.

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Office hours - Manzanita Hall 203

11:00 - noon Monday; 1:00 - 2:00 Tue & Thur

Class website: j331graphics.weebly.com

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.

So this is an iPad class... some thoughts

This course will use iPads as portable libraries for all your textbooks and as a major teaching, presentation, and testing tool. We will be using the iPad for creating web and print design, though we will switch to computers for serious print production work in the last part of the semester. It's my belief that the iPad will make the classroom experience MUCH more involving and interesting. And your thoughts and suggestions are welcome, as much of this is still largely experimental..

Here's the fine print

The university policy states: "Students are required to have, at minimum, an iPad running iOS 6 and have at least 32 GB of space. Devices may include an iPad Mini, iPad 2 (though not recommended) or iPad with Retina Display, or any subsequent iPad model." You're required to have your device by Tuesday, August 25, and to bring it with you to every class.

You are responsible for ensuring that your device is charged, properly set up, and connected to the wifi network before the start of each class.

To foster a positive learning environment, students may not text, chat, make phone calls, play games, listen to headphones, watch video, read the news, or surf the web during lecture and discussion.

Apps you need

	<p>Pinterest (free). We will be using Pinterest <i>frequently</i> for project research and presentation.</p>		<p>Adobe Reader (free). We will be generating PDF files to submit both web and print design projects. This is for viewing and annotating them.</p>
	<p>Nebulous Notes Lite (free). Best iPad editor for HTML code and Markdown for web projects. The paid version removes ads but has no bonus features.</p>		<p>MyIpsum (free). Generates dummy copy for layouts. Find it in the iPhone section of the App Store.</p>
	<p>Dolphin Browser (free). Well, it's a browser. But it does allow you to save pages directly to Evernote, which will come in handy this semester.</p>		<p>Adobe Kuler (free). Color theme generator and photo analyzer. Find it in the iPhone section of the App Store.</p>
	<p>Pages (free depending when you got your iPad). Apple's object-oriented word processor with which you can make simple layouts.</p>		<p>Dropbox (free). Not just for storage. We'll be using Dropbox to create websites with Pancake.io. You don't need any account larger than 2gb.</p>
	<p>Evernote (free). Web clipping and notetaking service. Nebulous Notes can store your work directly to Evernote. Available for most platforms so you can get at your stuff wherever you are.</p>		<p>Skitch (free). Annotation tool that's part of the Evernote family. Allows for markup of PDF documents, layouts, and so forth.</p>
	<p>Socrative Student (free). Testing and clicker program. Also available for iPhones, Android, Web.</p>		<p>Nearpod Student (free). Presentation and clicker program. Also available for iPhones, Android, Web.</p>
	<p>Lynda.com (free). Training video library on just about everything we cover in this class. See elsewhere on this syllabus for details.</p>		<p>myCSUNbox (15 gb). Cloud storage that competes with Dropbox and iCloud. Special security features and bonus storage space for CSUN folks.</p>

A keyboard and a stylus would be helpful, but not required.

Calendar (always subject to change)

<p>Week 1 <i>Aug 25 - 28</i></p> <p>Intro Hello, iPad What is type?</p> <p>Tech survey</p>	<p>Week 2 <i>Sept 2 - 4</i></p> <p>Intro to HTML Basic formatting Links and images Snapshots begin Thurs: type quiz</p> <p>Letterhead project</p>	<p>Week 3 <i>Sept 9 - 11</i></p> <p>CSS</p> <p>Resume project</p>	<p>Week 4 <i>Sept 16 - 18</i></p> <p>Images and floats Positioning Box model</p> <p>Tues: HTML/net quiz</p> <p>Article project</p>
<p>Week 5 <i>Sept 23 - 25</i></p> <p>Tables HTML email</p> <p>Thurs: proofreading</p> <p>Email project</p>	<p>Week 6 <i>Sept 30 - Oct 2</i></p> <p>Markdown Pancake Weebly, Tumblr</p> <p>Site project</p>	<p>Week 7 <i>Oct 7 - 9</i></p> <p>Type tips Intro to LucidPress and Pixlr photo editor</p> <p>Measuring project</p>	<p>Week 8 <i>Oct 14 - 16</i></p> <p>Stylesheets Newsletters Basic grids</p> <p>Newsletter project</p>
<p>Week 9 <i>Oct 21 - 23</i></p> <p>Color psychology Eraser InDesign Photoshop</p> <p>Silhouette cover</p>	<p>Week 10 <i>Oct 28 - 30</i></p> <p>Color in use</p> <p>Fashion covers</p>	<p>Week 11 <i>Nov 4 - 6</i></p> <p>Photographic elements Selection exercises Photo layouts</p> <p>Thurs: color quiz</p> <p>Interior pages</p>	<p>Week 12 <i>Nov 13</i></p> <p>More on selection</p> <p>Full concept</p>
<p>Week 13 <i>Nov 18 - 20</i></p> <p>Instant magazines Flipboard, paper.li, noowit, etc.</p> <p>Thurs: photo quiz</p> <p>Instant project</p>	<p>Week 14 <i>Nov 25</i></p> <p>Putting it all together</p> <p>Teen project</p>	<p>Week 15 <i>Dec 2 - 4</i></p> <p>Putting it all together</p> <p>Teen project, cont'd</p>	<p>Week 16 <i>Dec - 9</i></p> <p>Repurposing</p> <p>Final project</p>

Books

There are no official textbooks this year; instead there will be lots of handouts and links to web resources. All of this distributed via Evernote.

However, you can always consult books that are available from the Oviatt Library through the Safari Tech Books Online service. These are electronic versions that are FREE. Note that they are not downloadable; you have to log in to the library using your student credentials. The system allows only 23 connections at a time from the entire CSU system, but I doubt this will be a problem.

lynda.com

Thanks to Campus Quality Fee funding, all students now have access to a collection of 1,900+ training videos on an variety of topics and software. Students can access these training videos from their tablets, smartphones, or desktops at <http://www.csun.edu/it/lynda>.

Design snapshots

During the course of the semester, every student is responsible for a 5-minute presentation on a design topic. Say 10 image slides and a short talk about why they're relevant. Topics include Alexey Brodovitch, Thrasher, Rolling Stone, Bauhaus, and so on. More details will be provided in class.

Lecture policy

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

Email policy

Email will be answered at the instructor's convenience. A 24-hour turnaround is typical. No email on weekends or holidays. The question "What did we do in class yesterday?" won't be answered..

Project grading standards

Graded projects will be ranked based on commercial media norms, that is, "Does it look like a newsstand magazine?" or "Does it look like a major consumer website?" rather than a student's

Grading system

Standard CSUN plus/minus system is used.

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. Percentages are not absolute; they're based on the highest grade in the class.

Point totals

Quizzes (4)	100
Proofreading	30
Design snapshot	20
Projects (13)	150
Final	30
Total	330

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. Missed tests and quizzes that have been excused will be given at the instructor's earliest convenience. Projects that have been excused must be completed by the next class.

Extra credit

No such animal.

JOURNALISM MISSION AND PROGRAM LEARNING OUTCOMES

The Department of Journalism strives to prepare its students to become well-educated, principled citizens who are capable of initiating careers as skilled journalists, public relations practitioners and other related communication professionals.

- * Students will be able to write for a diverse audience, using proper grammar and punctuation, word usage and spelling, sentence and storytelling structures across multiple journalistic formats.
- * Students will be able to gather and analyze information, including basic numerical concepts, using journalistic storytelling techniques, such as interviewing, observation, and researching primary and secondary sources.
- * Students will be able to think critically, creatively and independently.
- * Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- * Students will apply tools and technologies appropriate for the news media professions in which they work to communicate for and with diverse audiences.
- * Students will be able to understand and apply the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global.

JOURNALISM DIVERSITY

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 diversity of the community. Ethically, journalists are particularly concerned with avoiding sexism and ethnic and gender stereotypes as well as adhering to guidelines for writing about special groups as they develop and interview sources for their reporting.

ACCOMMODATING STUDENTS WITH DISABILITIES

The campus Disability Resources and Educational Services offers a range of services, including learning support, disability management counseling, accommodations, such as access to assistive technology or accessible classroom furniture, alternative testing services and exam scheduling. If you have a disability and need accommodations, please register with the DRES office or the National Center on Deafness (NCOD). The DRES office is located in Bayramian Hall, room 110 and can be reached at 818-677-2684. NCOD is located on Bertrand Street in Jeanne Chisholm Hall and can be reached at 818-677-2611. If you would like to discuss your need for accommodations with Prof. Linda Bowen, chair of the Journalism Department, please visit her regular office hours: 3-4 p.m., Wednesday, and 2-3 p.m., Thursday.

This syllabus is available in alternative formats upon request. As noted in the CSU's Accessible Technology Initiative: "The Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973 (504) require that qualified individuals be provided equal access to programs, services, and activities. California Government Code 11135 applies Section 508 of the 1973 Rehabilitation Act, as amended in 1998, to State entities and to the California State University (CSU). Section 508 of the Rehabilitation Act was enacted to eliminate barriers in information technology, to make available new opportunities for people with

disabilities and to encourage development of technologies that will help achieve these goals.”

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ACADEMIC INTEGRITY

The highest standards of academic excellence and integrity are expected of students in the CSUN Journalism Department. Plagiarism and other forms of cheating will not be tolerated. Any Journalism major or minor caught cheating will be reported to the University's dean of students and will receive – at the very least – a failing grade in the class. For further explanation of the behavior defined as cheating, and more detailed discussion of disciplinary procedures, consult pp. 647-648 in the 2012-14 CSUN Catalog, also available online at <http://www.csun.edu/catalog/policies/academic-dishonesty/>. Please also remember that U.S. copyright laws protect much of the information posted on the Internet. Passing this information off as your own is a violation of CSUN's plagiarism policy, and carries the penalties outlined above.