

J390 – Corporate Publications – Course Syllabus – Fall 2009

eLearning Public Relations minor course

Andrew Welch, instructor

Primary mode of contact: Blackboard e-mail

Other modes of contact: welcha@ipfw.edu (only use if emergency)

If you need technical help with Blackboard, you need to call IPFW's Help Desk at 481-6030.

Prerequisite(s): Completion of JOUR J310 Editorial Practices OR previous knowledge/training with Adobe InDesign

Office Hours: Since I am not full-time faculty at IPFW, I do not have office hours. I am the instructor of this course as someone from the community teaching the course. If you need assistance beyond our classroom environment, please send me a Blackboard e-mail or ask questions in the online discussion so all students can benefit. If we need to meet, we can schedule a time during the lunch hour or after regular business hours.

Goals: To continue to expand the knowledge of being professional journalists through page layout and graphic design using Adobe InDesign (learned in JOUR J310), while also putting the written word into practice.

Required Reading: *What is Publication Design? Essential Design Handbooks*,
By Lakshmi Bhaskaran, RotoVision, 2006

Supplemental readings might be provided through Blackboard

Highly recommended Web site: <http://newsroom101.com/>

- Associated Press practice exercises are available here to refresh!!

Software (required – should have from JOUR J310)

Adobe InDesign CS3 (CS2 or CS4 will work for this course, too!)

(or Adobe Creative Suite if you would prefer to buy the entire package of programs)

available in the Follett's Bookstore on IPFW's campus

available online at various different sites, including Amazon.com

Graded material

Assignments (50 points each): Each assignment will be explained through the WebCT assignment area. Each design assignment will be fairly open-ended, but I would like for you to try new, unique, and different ideas. Feel free to go outside the box. Submit designs via WebCT e-mail as a PDF. There will be an explanation of how to do that the first time it is necessary. **Do NOT submit native InDesign files (.indd) via WebCT.**

Reading Reviews/Class Discussion (400 total points): (1) It will be required that each student file thoughts or reflections from each week's assigned readings. (2) Also, open discussion is encouraged as well – such topics (but not limited to) in the news, writing, design, etc. (3) It is also recommended that each student review and respond to others' postings. (4) There will also be an area for students to post work and get classroom and instructor feedback – this is an example of real-world collaboration and constructive criticism. **Students should aim for an average of 3-4 posts per week. At the end of the semester, a curve will be created based on the students with the most amount of posts.**

Feature Story/Photos (300 points – 100 points for each draft): This will be a very open-ended writing assignment, but I would like it to be a REAL feature story on someone or something happening where you are. This will require interviews, photography, and writing. If you choose to do a personal interview, it will be okay to just interview the one source (but would be nice if you were able to get comments from others). If you choose to write a feature on someTHING, I would aim to get at least three sources for your story. And, as with any other Journalism course, **needs to follow Associated Press editorial style.**

Mini Magazine Project (300 points – 100 points first draft, 200 points final draft): The mini magazine project at the end of the semester will be produced using ALL students' feature story and photos which precede this assignment. This will give each student an example of creating a publication from start to finish. **It's encouraged to start on concept designs early to create a brand identity and design system for the magazine.** It will make life much easier in the end.

Nonprofit Student Assistance Project (200 points – 100 points first draft, 100 points final draft): This project is still being worked out, but I am currently communicating with a local nonprofit organization so that this class can create some concept (and hopefully final) design pieces the organization would otherwise not be able to afford.

More information to come (hopefully) in early September.

COURSE SCHEDULE

*** DON'T FORGET YOUR DAILY POSTINGS ***

Week of	Readings	Assignment (Due Date)
Aug 24	What is publication design? (pgs. 6-11) The power of print (pgs. 12-17) Get familiar with Blackboard, install your software, and work ahead if you wish!	Who Am I...Again (posting) – (Aug 28)
Aug 31	Design considerations (pgs. 18-21) The publication life span (pgs. 22-27) The digital revolution (pgs. 28-33)	Design Your Name Assignment (Sept 4)
Sept 7	(No online work required for Sept. 7) Buying and selling (pgs. 34-39) A word about the environment (pgs. 40-41) Copyright (pgs. 42-43)	Feature Story Idea Proposal (Sept 9) Yellow Assignment (Sept 11)
Sept 14	Anatomy (pgs. 44-45) Cover story (pgs. 46-51) The right format (pgs. 52-59) Nonprofit Student Assistance Begins?	Object Assignment (Sept 18)
Sept 21	Hierarchy and layout (pgs. 60-63) Grid lock (pgs. 64-67) A tale of typography (pgs. 68-73) Brochures and catalogs (pgs. 114-119)	Feature Story Draft (Sept 25)
Sept 28	Picture perfect (pgs. 74-79) Color (pgs. 80-83)	Body Assignment (Oct 2)
Oct 5	Bound to last (pgs. 84-85) All systems go (pgs. 86-87)	Feature Story Photos (Oct 9)
Oct 12	(FALL BREAK: No work required Oct. 12-13) No reading assignments	Brochure Assignment (Oct 16)
Oct 19	No reading assignments	Feature Story 2 nd Draft (Oct 23)
Oct 26	Books (pgs. 88-95) Magazines (pgs. 96-109)	Newsletter Assignment (Oct 30)
Nov 2	Newspapers (pgs. 110-113)	Newspaper/Tabloid Assignment (Nov 6)
Nov 9	Annual reports (pgs. 120-125) Programs (pgs. 126-129)	Feature Story Final Draft w/ Hi-Resolution JPG Photos (Nov 13)
Nov 16	No reading assignments	Mini Magazine Design Proof (Nov 20)
Nov 23	Portfolios (pgs. 130-240) (THANKSGIVING: No work required Nov. 25-27)	Work on finishing mini magazine design
Nov 30	Portfolios (pgs. 130-240)	Portfolio Review (Dec 4)
Dec 7	No reading assignments	Final Mini Magazine Design (Dec 11)
Dec 14	FINALS WEEK – NO FINAL Make sure mini magazine is turned in! Thanks for a great semester!	

Grading scale

A	100-91	B	90-81	C	80-71
D	70-61	F	60-below		

Academic honesty

Since this course is online, it is expected that all work completed and submitted through Blackboard is that of the student enrolled in the course. If it is proven that a student is passing off work of another, the faculty reserves the right to pursue disciplinary action.