

CMS 225: Media Design 1

Credit Hours: 1

Scheduled hours per week

Lecture: 1 Lab:0

Other: N/A

Catalog Course Description: A introduction to the design of newspapers, magazines and internet publications.

Pre-requisites: N/A

Co-requisites: N/A

Course Learning Outcomes:

At the conclusion of this course, the student will be able to:

1. design layouts for pages in newspapers and digital mediums
2. use visual elements to complement the written word
3. correct common design mistakes
4. apply rules of thumb to create engaging publication design
5. assist in the publication of a newspaper or digital mediums
6. effectively utilize publishing software programs, such as Adobe InDesign
7. make editorial judgments on copy written by others for publishing
8. evaluate his/her own work and that of colleagues in a design environment

Topics to be studied:

- Layout/design
- Visual composition
- Publication procedure
- Visual enhancement of written word
- Teamwork
- Delineation of duties

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:

Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special requirements of the course:

Student must maintain a portfolio/string book of all work throughout the semester.

Additional information:

N/A

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Course Schedule

Week	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
One	Discussion of news room policy & syllabus (quiz)
Two	Intro to InDesign (Participation-based, project-based assessment)
Three	Intro to InDesign Newspaper Layout Design project (Project-based assessment)
Four	Learn rules of thumb to create engaging publication design Design project (Project-based assessment)
Five	Publication procedure Design project

	(Project-based assessment)
Six	Layout/design procedure Design project (Project-based assessment)
Seven	Importance of teamwork in design projects Design planning project (Project-based assessment)
Eight	Pica Exercise Ruler use project (Project-based assessment)
Nine	Creation of media advertisements Design project (Project-based assessment)
Ten	Creation of media advertisements Design project (Project-based assessment)
Eleven	Correcting common design mistakes Design project (Project-based assessment)
Twelve	The world of design outside of media Design project (Discussion & Project-based assessment)
Thirteen	Non-media based design project Design project (Project-based assessment)
Fourteen	Magazine or newspaper layout based on stories (Project-based assessment)
Fifteen	Magazine or newspaper layout based on stories (Project-based assessment)
Sixteen	Presentation of projects (Presentation rubric) 100 Points
Exam Week	Final Exam (project-based assessment and test) 100 points