

**WOLLO UNIVERSITY**  
**COLLEGE OF SOCIAL SCIENCES AND HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND COMMUNICATION**  
**COURSE PLAN**

**I. BASIC COURSE INFORMATION**

Title and Module Number: Print & Web Journalism (JoCo-M2061)

Title and Course Number: Publication Layout and Design (JoCo2063)

Credit Hours: 2 Cr. Hrs. / 4 ECTS

Class Schedule: **M34 T12 W12**

**II. INSTRUCTOR**

Engdawork Tadesse

Telephone: 0913248406

Office Hours: 3-5 a.m. T, TH or by appt.

E-mail: [engdatf@gmail.com](mailto:engdatf@gmail.com)

**III. ABOUT THE COURSE**

The course is designed to introduce the students with the significance of both content and design with emphasis that the two have to go hand in hand. Course schedule covers theory and practice of layout typography and print journalism including newspapers, magazines, and other related material. After completion of the course, the participants are expected to critically analyze major publications and redesign if necessary, using the latest technology and principles of the process.

**Objective**

The objective of this course is to familiarize students with the essentials and history of layout and design, its concept, elements, and process. They will be apt at identifying varied photo shapes and designing photos for use in print media as illustrations and important aids to content. They should be in a position to produce colorful, visually appealing packages of quick-to-read, meaningful information.

**The introductory exposure** will include understanding and definition of design and layout and the latter's brief history. The course participants will also be introduced to small beginnings

enabling them to plan designing an attractive visual presentation with catchy entry points with the aim of assisting readers by making all content readable.

**After the preliminaries** the participants will move to principles of designing process including planning and organization. They will be impressed upon meeting the goals of creativity, skill in order to uphold unity, consistency, dominance of focal element, contrast, orderly repetition of visual arrangement, and maintaining balance with a feeling of stability and continuity and alignment.

**The third chapter** will acquaint them with the language and terminology of design and typography. Here, they are told about the page elements like nameplate, masthead, teaser, index, column, leg, headline, deck, subhead, standing head, byline, dateline, jumpline, refer, cutline (caption), photo credit, jump-head, pull quote, folio, gutter, rule, initial cap, mugshot, infographic, logo, bullet, bleed, ceter spread, spread, internal and external margins, fold, etc.

**Chapter four** will deal with designing front page and pattern including traditional as well as contemporary. The participants will be told about the significance and framing of headlines in detail and their thematic alignment with photographs to be used in a story.

**Here after,** the students will be told about the process of design and significance of knowing their audience and their requirements. They will be introduced to production and designing a broadsheet, tabloid or a news magazine, making thumbnails and dummies leading to modular design both effective and efficient. In this process, their use of all elements like a story copy, headline, byline, sub-heads, pull quotes, photo, cutline, photo credits and others will be critically examined and analyzed. Overall arrangement will include careful and effective alignment of all layout norms and elements of text, visuals, and white space. Placing the stories according to their importance, use of graphics, jumped stories, powerful stories using the upper part of the grid, maintaining uniformity in leg length, etc will be impressed upon.

**The last chapter** will include detailed use of photographs for enhancing visual and thematic effect in print material. How effective use of photographs can substantially enhance impact of communication, credibility, and visual appeal will be the basic theme of the message. The students will be impressed upon to explore, expand, and express themselves through their

photographs and will be told about photo shapes, symmetrical and asymmetrical designs and picture story layout. They will also be introduced to ways of getting powerful and catchy visuals and art of placing them appropriately to create the maximum impact on viewers.

### **Teaching Method:**

The course will consist of both theory and practical exercises with greater emphasis on practical learning of the subject through designing assignments and field visits to newspapers and magazines offices. Attempt will also be

### **Assessment methods**

#### Lecture part

Assignment #1 .....	15%
Assignment #2 .....	15%
Assignment #3 .....	10%
Assignment #4 .....	10%
Assignment #5 .....	10%

**Final Exam (project) -----40%**

### **Assessment methods**

#### Tutorial part

Assignment #1 .....	15%
Assignment #2 .....	15%
Assignment #3 .....	10%

Assignment #4 .....10%

Assignment #5 .....10%

**Final Exam (project) -----40%**

made to put them on a week's attachment with some newspaper / magazine office where they can learn the practical methods and have experience in layout and designing.

**Reference Books:**

Harrower (1999), the Newspaper Designer's Handbook: Fourth Edition, William Brown

**Policy**

*Attendance* is mandatory. Attendance will be taken daily. If a student is absent, it is his/her responsibility to contact the instructor prior to and be up-to-date for the next class. In the event of serious illness, continuous absence, misbehavior or a family emergency, the instructor abides himself to the University laws and regulations.

**Approval**

**Approved by:**

**Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Head, Department/School**