

# Communication 3050 Newsletter Design

Instructor: Cheri Bales  
email: cheri.bales@wmich.edu  
Class Meeting: T & R 9:30-10:45 a.m. & 11 a.m. to 12:15 p.m.  
Class Location: Brown 1057  
Office: 3302 Friedmann Hall  
Phone: 387-4578 (WMU office)  
341-3786 (mobile)

## *Required Materials:*

*Three-ring binder or pocket folders for handouts*  
External flash drive 28mg or larger  
1-2, CD-RW

## **Course Description:**

This course will provide an overview of how effective publications (brochures, newsletters, annual reports, fliers and others) are designed and provide: 1) the basics of the mechanics of type, grammar and layout; and 2) hands-on experience editing and developing publications in Adobe InDesign CS A basic knowledge of computer operation (opening new files, cut, paste, saving files, importing text and graphics) is assumed. If you do not feel competent in these areas, please seek assistance from the instructor or from one of the WMU computer labs.

## **Course Objectives:**

- To gain a solid understanding of the use of type, graphics and white space in creating eye-pleasing and reader friendly publications.
- To understand the connection between type and layout, and comprehension.
- To demonstrate knowledge of appropriate formats for different types of communication vehicles.
- To gain a working knowledge of publications present in the business environment.
- To create and modify—using information learned in class—publications of differing formats.
- To design a personal-image package including logo, letterhead, envelope and business card.

## **Course Policies:**

### Attendance

Each session will cover a complete topic or idea important to the overall understanding of publication design. If you miss a session, there will be no way to reenact the lecture and instructional time. Therefore, it is critical that students attend all lectures and labs. ***Students are allowed ONE absence for serious need.*** Any additional absences will be considered unexcused unless pre-arranged with the instructor and/or excused by documented emergency or physician letter. ***If students are tardy to class, it is their responsibility to notify the instructor or TA of their lateness and be sure to be marked in attendance; unexplained tardies will be marked as absences.*** Habitual absence or tardiness will be cause for dismissal.

You may check email, Facebook, etc. during the time before class begins or during the 15 minutes between classes. If you spend time looking at Facebook, My Space or checking your email during this class, your grade will suffer. ***Anyone using Facebook or browsing the computer for non-work-related reasons will be asked to leave the class for the day and will be penalized with one unexcused absence.***

## **Academic Honesty:**

Plagiarism will not be tolerated or overlooked. You are responsible for providing original thought and work in this course. Permission must be obtained to use any copyrighted artwork downloaded from the internet or scanned from other sources. Documented cases of plagiarism, cheating, complicity or other falsifying of information will result in a grade of 0 and probable expulsion from the class.

University policy states: “You are responsible for making yourself aware of and understanding the poli-

cies and procedures in the [Undergraduate Catalog (pp. 268-269)/Graduate Catalog (pp. 26-27)] that pertain to academic integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.”

***Do not try your luck at copying someone else’s work and making it look like your own. It will not work.***

**Assignments:**

News of the Claws	Newsletter Redesign
Type Manipulation	Personal Image package (business card, letterhead, envelope)
Graphic Elements	Newsletter Cover Design
Nametag	Flyer Design
Brochure Design	Ad Re-Design

**Written Assignments:**

A series of writing and editing assignments will be given to ensure students’ knowledge of AP style and correct grammar and punctuation. You are expected to write to AP Style guidelines and are responsible for any text that appears within your work.

**Lab Work:**

The entire semester will be conducted in the computer lab so students will gain valuable hands-on experience editing and developing a variety of publications. Appropriate support materials will be distributed as needed. You will need to spend three hours per one hour of class time working on assignments outside of class. ***There is a schedule posted outside the door of the computer lab with open lab hour. If you need outside assistance during these times, please consult the instructor. We will provide one supervised lab session per week, to be agreed upon with the TA and the class.***

**Final Project-200 points**

You will be completing a final project for the class with at least five documents. You should begin thinking now about a nonprofit organization with which you would like to work.

**Exams-300 points**

There will be one midterm and one comprehensive final exam. You will be provided with information about what will be covered on each of the exams. It is the responsibility of the student to clarify any misunderstood information prior to exam time. Makeups for the midterm exam will be considered on a case-by-case basis. There will be no makeup for the final exam. All students are expected to be in attendance for this exam.

**Extra Credit:**

There will be opportunities to earn extra credit for work done outside of class.

*Course Evaluation:*

Final Project	200	* Class Participation/Attendance Points
Mid-term Exam	100	0-1 absence = 100 points
Individual Projects	800	2 absences = 25 points
*Class Participation	100	3 <b><i>or more unexcused absences may result in failure of the course.</i></b>
Final Exam	200	
Total points available	<b>1400</b>	

Grading Scale:	
A	92-100%
BA	87-91%
B	83-86%
CB	77-82%
C	73-76%
DC	67-72%
D	60-66%
E	59-0%

***If you feel you have been graded inappropriately for any reason, please see me. Grades will not be discussed until at least the next class session and no sooner than 24 hours after receipt.***

## COM 305 Newsletter Design—Tentative Schedule—SPRING 09 (subject to change)

<b>Week 1</b>	1/6-8	<b>Section I Getting Started</b> Introduction, InDesign Menus/Computer Terms Server Log-in/Saving/Flash Drives <i>News of the Claws (Due 1/13)</i>
<b>Week 2</b>	1/13-15	Section II Writing/Editing, Grammar <i>Four Characteristics Of Good Design</i>
<b>Week 3</b>	1/20-22	Section III Organization, Message, Format. PDFs Common Design Pitfalls <i>Ten ways to attract readers exercise</i> <i>Assign final project (Due 4/2)</i>
<b>Week 4</b>	1/27-29	Section IV Typography, Key Commands <i>Nametag Assignment (2/3)</i> <i>Type manipulation (2/5)</i>
<b>Week 5</b>	2/3-5	Section V Graphic Elements Placing graphics, text wrapping, rotating, cropping Consistent Image—Style Manual; Logo; Identity <i>Visual Attention Grabbers</i> <i>Graphic Elements Assignment (Due 2/12)</i> <i>Project Description (Due 2/10)</i>
<b>Week 6</b>	2/10-12	Section VI Styles, Advertising <i>Tabs and Bullets; Paragraph Styles</i> <i>Create a Flyer—Now is the Time (Due 2/17)</i>
<b>Week 7</b>	2/17-19 <b>2/19</b>	Sales Communications <b><i>Final Project update report due</i></b> <i>Newsletter Redesign (Due 2/24)</i> <i>Re-create an ad (Due 2/28)</i>
<b>Week 8</b>	2/24 2/26	Midterm Review session Midterm Exam
	<b>March 1-8</b>	<b>Spring break</b>
<b>Week 9</b>	3/10-13	Business Communication <i>Personal image package assignment (Due 3/17)</i> <i>Create a Newsletter cover (Due 3/19)</i>
<b>Week 10</b>	3/17-19	Design Elements <i>Create a brochure (Due 3/26)</i>
<b>Week 11</b>	3/24-26	Section VII Color, Paper and Ink, Tips & Tricks In-class work time for final projects
<b>Week 12</b>	3/31-4/2	<b>Final Projects Due 4/2</b> Prepress and file preparation; burn to CD (BRING BLANK CD-RW)
<b>Week 13</b>	4/7-9	Prepress and File Management
<b>Week 15</b>	<b>4/16</b>	Final Exam Review
<b>Final Exam</b>		
<b>9:30 a.m. class</b>		_____
<b>11 a.m. class</b>		_____

# Planning Your Final Project

This project counts as a significant factor toward your final grade. It must be completed using InDesign CS 2 or CS 3. For the final project, you are asked to design a set of documents for an area nonprofit “client.” You are free to choose which nonprofit you would like to work with, but start early, as often they take awhile to get information to you. The documents you create must include at least five publications; see the following suggestions:

- Program of events
- Poster
- Menu
- Product package
- Business card
- Name tags
- Letterhead/Envelope
- Fact sheet
- Newspaper ad
- Newsletter
- Product catalog
- Employee handbook
- Equipment operating manual
- If you have a different document type in mind, let me know beforehand.

## Requirements

1. Your final project must include at least ***one document that contains multiple pages, and at least one that contains multiple columns. Your project must contain at least one document that uses a custom document setup size.***
2. You are responsible for creating the text in your documents. If you cut and paste from another source, you are responsible to proofread the text for AP Style and accuracy.
3. You must create at least four Paragraph Styles for consistency throughout documents.
4. Your project ***must include at least five different placed graphics.*** These can be scans that you make, hi-resolution graphic files you get off the internet, graphic files from your other class projects, or graphics from a CD or other source.
5. At least ***one of your documents must include a bulleted list using tabs.*** A menu is an obvious item, as is a parts catalog.
6. You must use a text wrap on at least one graphic image (around, not above and below)
7. All files need to be ***exported to PDF file formats and collected and packaged on a CD-RW*** and turned in with your paper documents.
8. Save all imported graphics (photos, clip art, Photoshop documents, etc.) in the SAME FOLDER as your documents or you will NOT BE ABLE TO PRINT/PACKAGE your document.

## General guidelines and suggestions

Before you begin, write a brief description of your “client” and what documents they will need. This will help you focus your project, and you can make sure that your project documents will fulfill the requirements. Include this description when you turn in your project. Plan your projects before you begin. Sketch them out with paper and pencil, and turn in the sketches with your project update report.

Make document setup decisions before you begin. It’s much more difficult to lay out a page and then have to resize the document afterward.

Have your graphics ready early so you can work around them. It’s easier to adjust text to fit graphics than to find a graphic to fit when a page is almost done. Plan ahead if you are getting text or copy from someone outside your group. People will be late giving you materials.

Refer to your earlier projects for how to do certain tasks. Remember that your measurements will probably be different, but the processes are the same.

It is NOT necessary to print your project in color, even if you design it in color. Multi page documents do NOT have to be printed as organized signatures. Consecutive pages, or reader’s spreads, are fine. If you want to print printer’s spreads, I will help you with the setup.

Be consistent with typeface choices, but do contrast styles between body text and headlines, captions, sub-heads, etc. Think about how your audience will see your documents, and give them something to grab onto.