Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code
JOUR

Course Number
2061

Course Title
Newspaper Layout and Design

Catalog Description
Students will be taught Abode Creative Cloud InDesign and Photoshop. They will learn the building blocks of page layout and design, basic photo editing, photo caption writing, and journalism ethics. Classes meet four hours once a week for four successive weeks.

Prerequisites
None

Credit Hours
1 credit hour

Contact Hours
15 contact hours

Load Hours
1 load hour

Semester Offered
Fall and Spring

ACTS Equivalent
N/A

Grade Mode
A-F

Learning Outcomes
- Acquire skills to use Adobe InDesign to build newspaper pages.
- Create layouts that are visually interesting, complete, and functional as per design criteria.
- Prepare layout, photographs and graphics to printer/printing specifications.

- Match layout and design to mission and vision of a newspaper.
- Collaborate for continuity with story jumps and multi-page sections.
- Evaluate layout and design for balance, clarity, completeness, and visual interest.

General Education Outcomes Supported
- Students develop higher order thinking skills.
- Students will demonstrate technological fluency.

Standard Practices

Topics List
Layout and design of newspaper pages using software tools and proven design principles.

Learning Activities
- Learn and use industry standard graphic design software.
- Graphic design theory and application in a news product.
- Page layout for print newspapers and digital replicas.
- Quizzes.

Assessments
Completion of assignments using required page elements; successful use of Adobe InDesign tools; successful coordination and collaboration; time on task in class.

Grading guidelines
- Regularly updated Canvas gradebook.
- Timely verbal and written feedback and review.

Revision Date January 8, 2021