

MODULE 7: Newspaper and Magazine Production

Stage	1						
Semester (Semester1/Semester2 if applicable)	2						
Module Title	Newspaper and Magazine Production						
Module Number/Reference	7						
Module Status (Mandatory/Elective)	Mandatory						
Module ECTS credit	5						
Module NFQ level (only if applicable)	9						
Pre-requisite Module Titles	Semester One Modules						
Co-requisite Module Titles	Investigative Journalism, Communication and Audience Theories						
Is this a capstone module? (Yes or No)	No						
List of Module Teaching Personnel	Alan Gill, Ryan Brennan, Robbie Smyth						
Contact Hours				Non-contact Hours			Total Effort (Hours)
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent work	
24	12			36		48	120
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total is always 100%		
Percentage contribution	100%				100		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate independent critical judgement and problem-solving skills in new or unfamiliar, logistical, managerial or ethical contexts related to professional media practice.
2. Identify and have the confidence to exploit opportunities for new media products/services as they emerge.
3. Formulate and complete a wide range of media based assignments and project work to an advanced standard, demonstrating a capacity for critical evaluation and professional competence.
4. Demonstrate mastery in the application of the principles underlying successful visual communication techniques and methods.
5. Identify and apply appropriate production techniques to a range of print based media applications to pre-press standard.
6. Demonstrate the confidence to implement and lead a publication schedule across an organisation.

7. Demonstrate enhanced knowledge to recognise the central role played by technology in layout and design.
8. Use critical judgement to ensure written content is edited to the highest professional standards.

Module Objectives

The layout and design of printed communications plays a central role in determining how media messages are received and understood. The module shows how computer based techniques can be exploited to achieve the production of a commercially printed newspaper or magazine. The module also explains the importance of production scheduling and design in publishing and gives learners a detailed understanding of the entire production process.

It should also allow learners to specialise in the professional practice of layout and design to a level of competence that permits responsibility to initiate, lead and manage work outputs. Learners are expected to produce an issue of the faculty publication during the module.

Module Aims

This module aims to:

- Impart knowledge of the planning, writing, editing and design of a publication in its entirety to a professional standard.
- Explore the potential of the printing and design process along with the constraints involved.
- Apply principles and methods of good layout and design techniques and the editing process, through producing a newspaper.
- Acquire an understanding of the future development of electronic publishing.
- Demonstrate a systematic knowledge of the main sub-editing principles and methods in print journalism and how to critically apply these principles.

Module Curriculum

The Goals and Structures of Newspapers & Magazine

Here we analyse how the goals and objectives of a newspaper can change a publication's structures, organisational methods and how papers can use layout and design to communicate elements of these goals and objectives to their readers.

The Role of Readers

A growing readership is a must for any successful publication. We examine the findings from the US based Readership Institute. Also we examine the relationship between readers and advertisers as this is key to a publication's commercial foundations.

Editors

Good editors are key to running a successful publication, but what are the roles an editor should play in the modern newspaper or magazine

Technology and Print Publications

New information and communication technologies have had a profound effect on newspapers and magazines affecting almost all aspects of their production from writing styles, to how information is collected as well as layout and design which is dealt with in the next topic. We examine the impact of these technological changes examining what successful strategies are possible in the 21st century?

Visual Journalism and the principles Layout and Design

Here we study using current examples:

- The principles of layout and design in terms of how to plan a newspaper page by page
- We consider the role of picture and graphic use;
- The uses of typography
- How audiences read a newspaper.
- The effect of other media on newspaper layout
- The idea of visual journalism

Design Theory

- Newspaper and magazine design theory – explaining the principles behind the way in which various publications are designed
- Planning pages, unified themes and thinking creatively
- Differences in newspaper and magazine design
- The principles of balance, contrast, alignment and repetition
- Colour theory

Designing a cover

- Attracting a reader's attention and setting the mood.
- A shop window into your publication
- Concentrating on a single message

Images & Using Photoshop

- The importance of images in media.
- How to source photographs.
- Using alpha channels and selections in Photoshop
- Preparing images for print.

Typography

- How to use fonts to create a particular impression
- Type as a design tool.

- Setting mood and tone with type.
- Fonts, headlines and spacing.
- Standards in the print industry.

Design Techniques

- What is a style sheet and how do they work?
- Using elements to enhance the design.
- Using contrast and alignment to add structure to pages.
- Choosing the best layout for a particular story.
- Guiding a reader.

Reading lists and other learning materials

Recommended Reading

Berry, J. 2007. *Contemporary newspaper design: shaping the news in the digital age*. New York: Mark Batty.

Frost, C. 2011. *Designing for newspapers and magazines*. London: Routledge.

Harrower, T. 2007. *Newspaper designer's handbook*. Boston: McGraw-Hill.

Hicks, W., 2008. *Writing for journalists*. London: Routledge.

Machin D & Niblock S., 2006, *News production theory and practice*. London: Routledge.

Moser, H., Moser, I. and Wiesner, S., 2011. *The art directors' handbook of professional magazine design: classic techniques and inspirational approaches*. London: Thames & Hudson.

Keeble, R. 2006. *The Newspapers Handbook*. London: Routledge.

Knight, C. & Glaser, J., 2007. *Layout: making it fit*. Gloucester, Mass: Rockport.

Samara, T. 2007. *Design Elements: A graphic style manual*. Gloucester, Mass: Rockport.

Williams, R. 2008. *The non-designer's design book*. Berkeley, CA: Peachpit Press.

Secondary Reading

Berger, J. 1972. *Ways of seeing*. London: Penguin.

Klanten, R. 2010. *Turning pages: editorial design for print media*. Die Gestalten Verlag.

Evans, H. and Taylor, E., 1997. *Pictures on a page: photo-journalism, graphics and picture editing*. London: Pimlico.

Rothstein, J., 2007. *Designing magazines: inside periodical design, redesign, and branding*. New York: Allworth Press.

Evans, H. and Gillan, C., 2000. *Essential English*. London: Pimlico.

Evans, P., 2006. *Exploring publication design*. Clifton Park, NY: Thomson/Delmar Learning.

Graham, L., 2005. *Basics of design: layout and typography for beginners*. Clifton Park, N.Y.: Thomson/Delmar Learning.

Holmes, T. and Mottershead, G., 2011. *Subediting for journalists*. London: Routledge.

Lupton, E., 2010. *Thinking with type: a critical guide for designers, writers, editors, and students*. New York; Enfield: Princeton Architectural.

Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking in relation to the module. This is achieved through lecturers, case studies and practical examples which are designed to stimulate discussions and questions. As this module covers practical aspects of the media, lectures are delivered both in a lecture room and a computer lab.

Learners are also supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE).

Module Teaching and Learning Strategy

This module is supported with structured web-based resources and applies the use of the programme Teaching Learning and Assessment methodologies. Specifically, the module is delivered using:

- Case Studies
- Formal Lectures
- Participative Lectures
- Workshops

Module Assessment Strategy

The module is assessed by essay based assignment (40%) and a project (60%). The project focusses on the technical application of learned theories and principles, incorporating practical aspects of page design and sub-editing. Learners also produce an academic essay that requires learners to demonstrate their analytical and problem solving skills and to detail theories and information that have been covered in the syllabus.

Element Number	Weighting	Type	Description
1	60%	Practical Application	Creation of a product that demonstrates the technical application of learned theories and principles.
2	40%	Essay	Critical Reflective essay on theories and principles of newspaper and magazine production