

## DISCIPLINE DESCRIPTION

### 1. Information about the program

|                                   |  |
|-----------------------------------|--|
| 1.1 Higher education institution  | Babeş-Bolyai University                              |
| 1.2 Faculty                       | Political, Administrative and Communication Sciences |
| 1.3 Department                    | Journalism   |
| 1.4 Field of study                | Communication sciences                               |
| 1.5 Level of study                | Bachelor   |
| 1.6 Study program / Qualification | Journalism   |

### 2. Information about the discipline

|                       |                                 |              |   |                      |   |                     |     |
|-----------------------|---------------------------------|--------------|---|----------------------|---|---------------------|-----|
| 2.1 Discipline title  | Editorial Design                |              |   |                      |   |                     |     |
| 2.2 Course lecturer   | lect. univ. dr. George Prundaru |              |   |                      |   |                     |     |
| 2.3 Seminar assistant | Drd. Flavia Țăran               |              |   |                      |   |                     |     |
| 2.4 Year of study     | 2                               | 2.5 Semester | I | 2.6. Evaluation type | C | 2.7 Discipline type | OPT |

### 3. Total estimated time (hours of didactic activities per semester)

|   |    |                      |    |                        |     |
|---|----|----------------------|----|------------------------|-----|
| 3.1 Number of hours per week  | 3  | of which: 3.2 course | 2  | 3.3 seminar/laboratory | 1   |
| 3.4 Total hours in the study plan   | 42 | of which: 3.5 course | 28 | 3.6 seminar/laboratory | 14  |
| Time distribution:  |    |                      |    |                        | hrs |
| Studying the manual, course reader, bibliography and notes:                           |    |                      |    |                        | 12  |
| Supplementary documentation in the library, on electronic platforms and in the field: |    |                      |    |                        | 6   |
| Preparing seminars/laboratories, homework, syntheses, portfolios and essays:          |    |                      |    |                        | 28  |
| Tutorials   |    |                      |    |                        | 3   |
| Examinations  |    |                      |    |                        | 4   |
| Other activities: .....   |    |                      |    |                        |     |
| 3.7 Total hours of individual study   |    |                      | 54 |                        |     |
| 3.8 Total hours per semester  |    |                      | 96 |                        |     |
| 3.9 Number of credits   |    |                      | 4  |                        |     |

### 4. Prerequisites (where applicable)

|                             |  |
|-----------------------------|--|
| 4.1 based on the curriculum | <ul style="list-style-type: none"> <li>Course enrollment is limited to the number of seats available in the course room. In case more people enroll, the criteria for establishing priority will be the grade in the Photo Editing course followed, in case of parity, by the grade of the Visual Communication course. For those who have not taken the optional Photo Editing course, the grade considered for the first criterion will be 0.</li> </ul> |
| 4.2 based on competences    | <ul style="list-style-type: none"> <li>Computer operating abilities (Microsoft Office required, Adobe Photoshop recommended, Adobe Illustrator and other media creation and manipulation applications appreciated).</li> </ul>   |

### 5. Conditions (where applicable)

|                                |   |
|--------------------------------|---|
| 5.1 for the course             | <ul style="list-style-type: none"> <li></li> </ul>  |
| 5.2 for the seminar/laboratory | <ul style="list-style-type: none"> <li>The enrollment of a minimum of 10 students.</li> </ul> |

## 6. Accumulated specific competencies

|                                  |   |
|----------------------------------|---|
| <b>Professional competencies</b> | <ul style="list-style-type: none"> <li>• (C6.1) Applying basic concepts for the production of a thematic section/page for a publication or a broadcast, according to professional norms.</li> <li>• (C6.3) The capitalization on theoretical and methodological knowledge for producing a thematic section for any media product (observing the specific characteristics of the communication channel).</li> <li>• (C6.5) Presenting the developed publication or broadcast.</li> </ul> |
| <b>Transversal competencies</b>  | <ul style="list-style-type: none"> <li>• (CT1) Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution.</li> <li>• Communication abilities in the professional environment.</li> </ul>  |

## 7. Discipline objectives (from the accumulated competencies grid)

|                         |   |
|-------------------------|---|
| 7.1 General objective   | <ul style="list-style-type: none"> <li>• To be able to use the tools and concepts of editorial design to lay out the content of a publication.</li> </ul>   |
| 7.2 Specific objectives | <ul style="list-style-type: none"> <li>• The assimilation of the basic concepts of page layout, allowing for easy adaptation to changes in the professional environment.</li> <li>• The ability to design a basic publication page observing both technical and esthetic considerations</li> <li>• The acquirement of abilities of operating dedicated software.</li> <li>• The acquirement of abilities of professional communication with the other departments of a media institution, and external contractors.</li> <li>• The ability to evaluate the quality of a design, and the impact it has on communicating the information it contains.</li> <li>• The acquirement of decision-making abilities concerning the ethical and deontological character of a product.</li> </ul> |

## 8. Contents

| 8.1 Course   | Teaching methods                                   | Observations |
|--|--|--------------|
| 1. What are Editorial Design and Desktop Publishing?<br>Introduction to the Software | Multimedia presentation<br>Practical demonstration |              |
| 2. The base structure of a publication's page  | Multimedia presentation<br>Discussions             |              |
| 3. Principles of Design I  | Multimedia presentation<br>Discussion              |              |
| 4. Principles of Design II   | Multimedia presentation<br>Discussions             |              |
| 5. Typography I  | Multimedia presentation<br>Practical demonstration |              |
| 6. Typography II   | Multimedia presentation<br>Practical demonstration |              |
| 7. Using colour  | Multimedia presentation<br>Practical demonstration |              |
| 8. Text wrap and clipping paths  | Practical demonstration                            |              |
| 9. Applying effects  | Practical demonstration                            |              |

|  |                         |                     |
|--|-------------------------|---------------------|
| 10. Creating a template with styles and master pages   | Practical demonstration |                     |
| 11. Working with tables  | Practical demonstration |                     |
| 12. Printing technologies  | Multimedia presentation |                     |
| 13. Colour management  | Multimedia presentation |                     |
| 14. Final output and prepress  | Practical demonstration |                     |
| Bibliography<br>Harrower, Tim, <i>The Newspaper Designer's Handbook</i> , McGraw-Hill, Blacklick, 1998.<br>Lidwell, William, Kritina Holden, Jill Butler, <i>Universal Principles of Design</i> , Rockport, 2003<br>Williams, Robin, <i>The Non-Designer's Design Book</i> , Peachpit Press, Berkeley, 2004. |                         |                     |
| 8.2 Seminar  | Teaching methods        | Observations        |
| 1. Creating a New Layout<br>Navigating a Layout  | Practical demonstration | Dilema veche cover  |
| 2. Placing Content on a Page   | Practical demonstration | Dilema veche cover  |
| 3. Editing Content and Appearance – Images   | Practical demonstration | Dilema veche inside |
| 4. Editing Content and Appearance – Text   | Practical demonstration | Dilema veche inside |
| 5. Filling in a template using styles  | Practical demonstration | Adevărul            |
| 6. Filling in a template using styles and master pages   | Practical demonstration | Der Spiegel         |
| 7. Work on the final project   | Practical work          |                     |
| Bibliography   |                         |                     |

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

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| <ul style="list-style-type: none"> <li>• The course teaches operating the standard industry tools for desktop publishing (Adobe InDesign), together with other graphics software (Adobe Photoshop, Illustrator etc.), but insists on the principles of desktop publishing, allowing the easy use of other DTP applications</li> <li>• The course concentrates on work in a realistic environment, dealing with collaboration with other departments of a publication, and also outside contacts.</li> <li>• The course tries to compensate for the lack of formal training for layout artists and designers, especially for news media, preparing professionals in an as of yet underdeveloped area of the market</li> </ul> |
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**10. Evaluation**

| Type of activity | 10.1 Evaluation criteria                           | 10.2 Evaluation methods | 10.3 Weight in final mark |
|------------------|--|-------------------------|---------------------------|
| 10.4 Course      | Multiple-choice theoretical examination            | E                       | 30%                       |
|                  | Designing and laying out an issue of a publication | C                       | 40%                       |
| 10.5 Seminar     | Designing and laying out a spread of a publication | VP                      | 30%                       |
|                  |  |                         |                           |

|   |
|---|
| 10.6 Minimum performance standard   |
| <ul style="list-style-type: none"> <li>• Creating a new document and pages</li> <li>• Placing content on the page</li> <li>• Applying styles</li> <li>• Outputting to pdf and InDesign package</li> <li>• (C6) Presenting the layout of a thematic section/page for a publication or simulating a broadcast.</li> <li>• The elaboration of a specialized project or at least part of such a project, applying both knowledge, theories and diagnosis and intervention methods, as well as norms and principles of professional ethics.</li> </ul> |

- Understanding and using the main concepts and terms of editorial design