

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							
2.3 Seminar assistant	asist. univ. drd. George Prundaru						
2.4 Year of study	2	2.5 Semester	1	2.6. Evaluation type	VP	2.7 Discipline type	OPT

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

3.1 Number of hours per week	2	of which: 3.2 course		3.3 seminar/laboratory	2
3.4 Total hours in the study plan	28	of which: 3.5 course		3.6 seminar/laboratory	28
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					9
Supplementary documentation in the library, on electronic platforms and in the field:					9
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					25
Tutorials					6
Examinations					
Other activities:					
3.7 Total hours of individual study	38				
3.8 Total hours per semester	72				
3.9 Number of credits	3				

4. Prerequisites (where applicable)

4.1 based on the curriculum	<ul style="list-style-type: none"> 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.
4.2 based on competences	<ul style="list-style-type: none"> Computer operating abilities (Microsoft Office required, Adobe Photoshop recommended, Adobe Illustrator and other media creation and manipulation applications appreciated).

5. Conditions (where applicable)

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

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • (C6.1) Applying basic concepts for the production of a thematic section/page for a publication or a broadcast, according to professional norms. • (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). • (C6.5) Presenting the developed publication or broadcast.
Transversal competencies	<ul style="list-style-type: none"> • (CT1) Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution. • Communication abilities in the professional environment.

7. Discipline objectives (from the accumulated competencies grid)

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

8. Contents

Bibliography		
8.2 Seminar / laboratory	Teaching methods	Observations
1. What are Editorial Design and Desktop Publishing? Introduction to the Software	Dicussion Practical demonstration	
2. Creating a New Layout Navigating a Layout	Practical demonstration	
3. Basic Principles of Design	Multimedia presentation Debate	
4. Placing Content on a Page	Practical demonstration	
5. Editing Content and Appearance	Practical demonstration	
6. Typography I	Multimedia presentation Practical demonstration	
7. Typography II	Multimedia presentation Practical demonstration	

8. Automating Layouts (Styles)	Practical demonstration	
9. Color Printing Technologies	Multimedia presentation Practical demonstration	
10. Using a Template	Practical demonstration	
11. Using a Template	Practical demonstration	
12. Clipping Paths and Text Wrap	Practical demonstration	
13. Designing a Template	Practical demonstration Discussion	
14. Designing a Template	Practical demonstration	
Bibliography Ames, Steven, <i>Elements of Newspaper Design</i> , Praeger, New York, 1989. Harrower, Tim, <i>The Newspaper Designer's Handbook</i> , McGraw-Hill, Blacklick, 1998. Lidwell, William, Kritina Holden, Jill Butler, <i>Universal Principles of Design</i> , Rockport, 2003 Williams, Robin, <i>The Non-Designer's Design Book</i> , Peachpit Press, Berkeley, 2004.		

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

- 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
- The course concentrates on work in a realistic environment, dealing with collaboration with other departments of a publication, and also outside contacts.
- 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

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course			
10.5 Seminar/laboratory	Recreating the layout of an existing newspaper page from scratch	VP	10%
	Filling in a newspaper page template	VP	10%
	Filling in a magazine page template	VP	10%
	Laying out an entire newspaper	VP	30%
	Creating a newspaper template	VP	40%

10.6 Minimum performance standard

- Creating a new document and pages
- Placing content on the page
- Applying styles
- Outputting to pdf and InDesign package
- (C6) Presenting the layout of a thematic section/page for a publication or simulating a broadcast.
- 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.

Date

Course lecturer signature

Seminar assistant signature

26.09.2013

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asist. univ. drd. George Prundaru



Date of approval in the Department

Head of department's signature

26.09.2013.....

Prof. univ. dr. Elena Abrudan



