

J555 — Publication Design
Spring 2012, Tuesday and Thursday, noon-1:15 p.m.

Lisa Sisk
Coliseum 3020C
803-777-8605
lisasisk@sc.edu

Office Hours

Monday and Wednesday: 1:30 — 2:30 p.m.

Tuesday and Thursday: 3 — 4 p.m.

or by appointment

Course Description

This is an upper level elective course in publication design as well as internal or constituent communications, specifically focused on magazine production for an internal audience. You will apply mass communications and interpersonal communication theory; identify and research specific audiences or publics; study appropriate tactics to communicate with those audiences; and consider applicable development opportunities. The semester project is *InterCom*, the College of Mass Communications and Information Studies' alumni magazine.

Some of you may find your first jobs with nonprofit organizations and corporate departments that focus on constituent communications; therefore, this class also will concentrate on the unique aspects of internal relations as well as graphic design and production in such settings. It will combine elements you've learned in other classes, such as public relations and advertising writing, principles, campaigns and management, print journalism and visual communications, and will be tailored specifically to the unique skills required in the practice of internal communications.

As part of your assigned readings and research, you will learn the tenets of cultivating relationships with alumni, boards of directors, management, employees, volunteers and community donors and sponsors. In addition to *InterCom* and other communications pieces for the College, you also will create the kinds of materials and programs you may be asked to craft in future jobs. A segment of the course will be an overview of development and philanthropy.

Zach Sykes, a professional designer who also is a School of Journalism and Mass Communications alumnus, meets with us virtually every class period and is an integral part of this class. We are extremely fortunate that he shares his expertise with us. Dean Charles Bierbauer serves as publisher and he also will visit the class frequently.

Guest speakers may include communications, public relations, internal communications and design professionals from local organizations to discuss with you the skills you will be expected to deliver in the industry. They are busy professionals who are taking time from their schedules to meet with you, so it is imperative that you are in class when they visit.

While the print version of *InterCom* is the primary project for this course, we also may create enhanced multimedia stories for the college website. You will be expected to report your stories and produce content using a variety of media, including print, photography, video and audio.

Student Learning Outcomes, School of Journalism and Mass Communications

The community of scholars at the University of South Carolina is dedicated to personal and academic excellence. All graduates of the School of Journalism and Mass Communications will embrace the principles of the Carolina Creed, and will:

1. Demonstrate the ability to research, gather, write clearly and correctly and present relevant news and/or persuasive information at a professional level.
2. Think critically, creatively and independently, and evaluate their work and the work of others for accuracy, fairness, clarity, style and correctness.
3. Understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
4. Understand the ethical concepts, legal implications, considerations and practices that guide the professions.
5. Demonstrate the ability to apply tools, concepts and technologies appropriate for the presentation of images and information in the professions.
6. Conduct research and evaluate information, apply basic numerical and statistical concepts and methods appropriate for the communications professions.

Textbook and Readings

Required:

- The Associated Press Stylebook and Briefing on Media Law. 978-0917360541
- The School of Journalism and Mass Communications local style guide posted online
- Other required readings may include applicable articles and chapters. I will post these on Blackboard.

Recommended:

- Professional Feature Writing, Fifth Edition, Bruce Garrison. 978-0-415-99897-0

Attendance

Attendance is critical in any college course. In this course, missing more than two classes may result in a failing grade. I do count the first day of class when I calculate attendance. Please note that attendance and participation are 10 percent of your semester grade. You are responsible for assignments, material and information discussed in any class session you miss, including assignments, announcements and schedule changes. I suggest you find a partner now to gather handouts and information for you if you must miss a class, and you can do the same for that person. I give handouts frequently and I often base your assignments on those handouts. I do not differentiate between excused and unexcused absences; therefore, you will want to attend class regularly so that you can “save” your absences for when you truly are sick.

Expectations and Policies

Please complete reading assignments before you come to class. Also, please bring your stylebook to class with you. You probably will use it daily.

I expect you to follow the University of South Carolina Student Affairs Policy on Academic Responsibility in completing assignments for this course. The Rules of Academic Responsibility are in the Student Handbook & Policy Guide. Students who violate academic policy will be subject to discipline. The University of South Carolina's academic honesty policy allows no tolerance for cheating on tests, quizzes and homework, falsification of information or citations, facilitating or assisting someone else's academic dishonesty, or plagiarism. In addition, your own work that you completed for another class is not acceptable for use in this class and is considered plagiarism.

All work **must** be typed and double-spaced. Please be sure your name and the date are at the top of each page. Correct grammar and punctuation are essential. Assignments are due on the dates specified, without exception. At the beginning of the semester, I ask you to print your work in addition to saving it in your folder in the *InterCom* server. Please staple multiple pages.

I do not accept homework via email, although under extenuating circumstances, I may consider it. Late assignments are subject to a penalty of 10 points a day. We have a server exclusively for our use. You will post your assignments in your folder on this server and I will access them there.

You will receive detailed instructions for formatting your work for this class. It is critical that you do so according to those instructions. You will lose points on any assignment that is not formatted properly.

You may have the opportunity to earn extra credit by participating in approved research studies for other professors in the School of Journalism. I will let you know when these opportunities arise.

Do not use your cell phones or other communications devices in class. I expect you to turn them off. Text messaging is not acceptable. I will ask you to leave class for the remainder of that particular class period if I find you texting or otherwise using your cell phone or other devices and you will not receive credit for being in class that day.

Avoid side conversations. The format of this class lends itself to discussion and debate. However, be respectful of your classmates' right to be heard, and do not engage in conversations outside of the discussion format or hold conversations while I'm lecturing. These side exchanges are quite disruptive and will not be tolerated.

The only way I am going to communicate with you outside of class is through Blackboard or VIP. It is imperative that you check your university email account or have that account forwarded to an account you do check. You might email me from your personal account, but don't expect me to remember or search for that email address, even if I responded directly to your email. Again, I only use your university account, listed in Blackboard and VIP.

Methods of Evaluation and Grading

You will produce *InterCom*, the College of Mass Communications and Information Studies' alumni publication, and also may produce material for eNews and the *InterCom* pages on the college's website.

All students will work together to complete a final group project, *InterCom*. However, you will be graded individually on the following

Homework/class assignments, quizzes and article drafts	40%
Design, or your contribution to the design of your stories	20%
Final story for <i>InterCom</i>	10%
Final presentation to administration	10%
Attendance and participation	20%

Graduate students will complete at least one research project, write at least two more tactics assignments, serve as content or section editors and will have additional requirements for the project, whose grade will be included in the homework percentage.

Homework/class assignments, quizzes and article drafts	30%
Editorial duties	10%
Design, or your contribution to the design of your stories	20%
Final story for <i>InterCom</i>	20%
Final presentation to administration	10%
Attendance and participation	10%

Please note that you **will** lose points for incorrect style, grammar, spelling and punctuation, among other things, on all your work. I post helpful materials on Blackboard throughout the semester, and I expect you to read them and follow the rules and suggestions in them.

Grading scale

A	93-100	C	80-84
B+	90-92	D+	75-79
B	88-89	D	69-74
C+	85-87	F	70 and below

Agenda

The class schedule is flexible, depending on mastery of skills and material. We also need to be flexible to accommodate the dean and our guest lecturers and speakers.

Week 1

- Review syllabus, course requirements
- Introduction to the internal or constituent communications sector
- Identifying publics, audience analysis
- Overview of editorial process, production, design, illustration, photography, pagination
- Formatting instructions

Week 2

- Overview of communications tactics
- Internal communications planning
- Readership survey methods
- Overview of magazine design
- Meet with the CMCIS dean and associate deans, the director of development and the alumni relations manager
- *InterCom* assignments
 - Articles
 - Photography and graphics
 - Design

Week 3

- Magazine budgeting
- Editorial and design stylebooks

Week 4

- First draft of article due
 - Do as much as you can
 - Identify sources you have reached and need to reach
 - Discuss artwork and photography needs and opportunities
- Design
 - Cover
 - Table of contents
 - Spreads
 - Photography
 - Typography
 - Graphic nuances, magazine's visual brand

Week 5

- Working with alumni
 - Alumni relations
 - Alumni communications

Weeks 7-14

- Production
 - Reporting
 - Writing
 - Editing
 - Layout
 - Production
 - Multimedia
 - Working with printers and mailers
 - Presentation preparation
 - Presentation to administration
 - Celebration!

PLEASE NOTE: We WILL meet during our university-scheduled exam period, Tuesday, May 1 at 2 p.m. You should not make plans to leave campus before that time. We will make a formal presentation of our semester's work to the administration at that time and your attendance is mandatory. Because the exam period is double the class time, this would count as two absences.