Eastern Illinois University  
Course Revision  
3302 JOU, Editing and Design for Targeted Audiences

**Note:** This proposal asks that Journalism 3302 be changed from two hours (1-2-2) to three hours (2-2-3) and be renamed “Editing and Design for Targeted Audiences.” The present name is “Magazine/Public Relations Editing.” This proposal adds additional class time for activities identified by assessment data such as portfolio presentations and evaluations by professionals.

1. **Catalog description**
   (a) Journalism 3302  
   (b) Editing and Design for Targeted Audiences  
   (c) (2-2-3)  
   (d) On demand  
   (e) Audience Design  
   (f) The study of principles and practices of headline writing, of selecting and editing photos and graphics and of layout and design as used principally by magazines and by public relations professionals attempting to reach targeted audiences.  
   (g) Minimum grades of “C” in both JOU 2101 and JOU 2950 or permission of the instructor. Credit will not be given for both JOU 3301 and 3302.

2. **Objectives of the Course**
   (a) Course Objectives:  
      - To understand how diversity and respect for audience analysis contributes to the development of design  
      - To identify how a communication objective is effectively manifested in the design of published materials  
      - To learn about design principles and how to apply them to published materials  
      - To analyze type and understand some of the basic principles of typography  
   (b) NA  
   (c) Assessment  
      - Text summaries  
      - Planning activities, including dummies and written statements of intent  
      - Original design of pages for public relations (flier, newsletter and brochure) or magazine pages  
      - Revisions, portfolio and presentation of original work  
   (d) NA  
   (e) Writing active

3. **Outline of the Course (two 100-minute class sessions per week)**
   a. Two 100-minute courses are held each of 15 weeks. Weekly topics will include:
      - **Week 1:** Introduction to design; Review of visual communication. Students will be directed the familiar to the unfamiliar, from visual communication in such things as movie credits, advertising and magazine layouts to patterns that can be noticed.
      - **Week 2-3:** Computer applications; visual communication and design principles. Students will be introduced to the computer lab and design software, and to design principles such as Contrast, Repetition, Alignment and Proximity in printed material.
Week 4: The application of design principles; defining quality. Quality in public relations pieces and magazines will be defined by reaching the desired audience, fulfilling the stated objective, creating design based on design principles, and by exhibiting adequate technical skills.

Week 5: Quality and typography. The categories and basic guidelines of the use of type will be presented and practiced; students will be working on their own creative public relations or magazine work.

Week 6: Typography. Guidelines governing the use of will be presented; students will be working on their own creative public relations or magazine work.

Week 7: Headline writing: Some guiding principles of quality headlines, categories of headlines and appropriate use of headlines will be presented; students will be working on their own creative public relations or magazine work.

Week 8-9: Principles of planning: The application of audience and objective in design; students will be working on their own creative public relations or magazine work.

Week 10: Critiquing: Improving technical to accomplish the goals of design; students will be working on their own creative public relations or magazine work; students will be working on their own creative public relations or magazine work.

Week 11: Critiquing: Refining quality through revision based on audience and objectives, technical skills and design principles; students will be working on their own creative public relations or magazine work.

Week 12: Advanced pagination: Consistency and branding; students will be working on their own creative public relations or magazine work.

Week 13: Advanced planning: Understanding the place of a public relations piece or magazine within the media mix; students will be working on their own creative public relations or magazine work.

Week 15: The presentation of design: Students will present their portfolios to a professional; this will be an opportunity for genuine classroom assessment.

(b) NA

4. Rationale

(a) The professions (journalism and public relations) demand that entry-level employees possess design skills. Students will learn to be competent designers who can perform effectively in creative environments and professional practice.

(b) This course is designed as a junior level class. JOU 2101 and JOU 2950 are prerequisites. An understanding of design principles is necessary to attract and hold the attention of a target audience.

(c) This is a revision of an existing course. No effect upon programs in other departments.

(d) Either this course or JOU 3301 is required for journalism majors seeking a concentration in Editing, Design, Photojournalism, or New Media. This course is required for journalism majors seeking a concentration in Public Relations and for the Public Relations Minor; it is required for the Speech Communication Option in Public Relations.

5. Implementation

(a) Dr. Mary Durkin Wohlrabe.

(b) NA

(c) Text:
(d) Spring 2004

6. **Community College Transfer**: A community college course will not be judged equivalent to this course.

7. **Date approved by the Journalism Department**: November 21, 2002

8. **Date approved by CAH Curriculum Committee**: December 18, 2002

9. **Date approved by CAA**: January 30, 2003