



Course Specification

Course name: Principles of Journalism layout and Design Course Code: JUR405	Program: Journalism Academic level: Fourth, Mandatory Semester: First semester - Second semester
Specialization: Journalism	Number of studying units: Theoretical: (2) Practical :(1)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 Know newspaper layout and design and its importance.
- A/2 Specify the building blocks of the printed page.
- A/3 describe the typography of the letters of the text.
- A/4- Explain the typography of the letters of the text (the size of the letter).
- A/5- Describe the typography of the letters of the text (the density of the letter).
- A/6- Explain the typography of the letters of the titles.
- A/7- Define pictures and drawings.
- A/8- Describe the colours in printed newspapers.
- A/9- Determine the colours in the newspaper pages.
- A/10- Determine the means of separating the materials.
- A/11- Call the means of separating the materials.
- A/12- Know the means of separating articles in the newspaper.

b) Intellectual skills

- B/1 differentiate between technical styles for news formats.
- B/2 Criticize directorial practices in the Egyptian press.
- B/3 Suggest new production methods that fit the reader's characteristics.

c) Professional and practical skills

- C/1 Choose a design for a newspaper or magazine.
- C/2 Analyze how colors are used in the production of newspapers and magazines.
- C/3 Create a design for a newspaper page.
- C/4 Create a design for an electronic newspaper.

d) General and transferable skills

- D/1 Use information technology.
- D/2 Use different sources to gather information.
- D/3 Lead a research team.
- D/4 Communicate with the team members.

Course Content:

- 1- Journalistic Layout and Design and its importance (general introduction).
- 2- Elements of building the printed page (general entrance).
- 3- Typography of the letters of the text (the shape of the letter).
- 4- Typography of the letters of the text (character size).
- 5- Typography of the letters of the text (character density).
- 6- Typographical lettering of the titles.
- 7- Mid-Term exam.
- 8- Continue the typographical letters of the titles.
- 9- Pictures and drawings.
- 10- Follow up on pictures and drawings.
- 11- colours.
- 12- Continue: colours.
- 13- Means of separating materials.
- 14- Revision and practical applications.
- 15- Final exam.

Teaching and Learning Methods:

- 1 - Theoretical lectures.
- 2- Discussion.
- 3- Specialized readings.
- 4- Presentations.
- 5- Practical training on the computer screen.

Student Assessment Methods:

- 1- Participation in the lecture to assess: the student's comprehension of the theoretical material.
- 2- Assignments of criticism to assess: the student's ability to apply what he has learned.
- 3- Mid Term and final exams to assess: The extent to which the student has benefited from the theoretical and practical material.
- 4- A practical exam to assess the extent to which the student benefits in applying what he has studied in the course.
- 5- Written test to assess: the extent to which the student has benefited temporarily from what he has studied.