PAGE DESIGN

Duration: 30 Hours   **Course code: JOR-PD**

Course Description:
This course introduces students to the principles and techniques of page design in the context of journalism. Students will learn how to create visually compelling layouts for print and digital publications, integrating journalistic content with graphic elements to engage readers effectively.

Course Objectives:
1. Understand the role of page design in journalistic storytelling.
2. Learn the principles of typography, layout, and visual hierarchy.
3. Develop proficiency in using design software for page layout and composition.
4. Analyse and critique examples of effective page design in journalism.
5. Apply design principles to create engaging layouts for print and digital platforms.

Module 1:   **7 Hours**
Introduction to Page Design in Journalism: Importance of page design in journalistic storytelling, Historical overview of page design in journalism.
Principles of Typography: Anatomy of type, Typeface selection and pairing, Typography for readability and impact.

Module 2:   **7 Hours**
Layout and Composition: Grid systems and structure, Balance, contrast, white space, Rule of thirds, and visual flow.
Visual Elements in Page Design: Use of images, illustrations, and graphics, Colour theory and palette selection, Incorporating multimedia elements in digital layouts.

Module 3:   **8 Hours**
Designing for Print Publications: Understanding print production processes, Design considerations for newspapers, magazines, and newsletters, Tips for designing covers, feature spreads, and infographics.
Designing for Digital Platforms: Responsive design principles, User interface (UI) and user experience (UX) considerations, Designing for web articles, interactive features, and mobile apps.

Module 4:   **8 Hours**
Editorial Design Ethics and Standards: Ethical considerations in page design, Accuracy, fairness, and transparency in visual journalism, Legal issues and copyright concerns.

Textbook:
- "The Design of Everyday Things" by Don Norman
- "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau