

Students who elect to take this course in semester 4 will work on a series of practical assignments designed to improve their skills in copy editing and layout, Marks will be based on the evaluation of completed assignments*

Topics covered will include:

1. COPY EDITING. The responsibilities of the editor, checking copy, rewriting, Canadian Press style, legal pitfalls,
2. HEADLINES, Type size, head counts, style, writing heads that work*
3. LAYOUT (1). Basic principles, fitting copy, styles of layout.
4. LAYOUT (2)• Pictures, outlines, rules and lines, subheads, breaking up the copy,
5. TABLOID LAYOUT. News pages, inside pages, ads, pictures, balance,
6. NEWSPAPER LAYOUT. Practice, evaluation, functional design.
7. TYPOGRAPHY & DESIGN. Type faces and families, personality of type, readability, line length.
8. MAGAZINE LAYOUT. Formula, format/ covers, use of white space, design.