



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

T6. COURSE SPECIFICATIONS

journal design and layout – 425com

Course Specifications

Institution: Jazan University	Date 1438 H.
College/Department : Faculty of Arts & Humanities - Press and Media Section	

A. Course Identification and General Information

1. Course title and code: journal design and layout – 425com	
2. Credit hours: 3 hours	
3. Program(s) in which the course is offered. Journal program (If general elective available in many programs indicate this rather than list programs)	
4. Name of faculty member responsible for the course: : Faculty of Arts & Humanities	
5. Level/year at which this course is offered: 7th Semester	
6. Pre-requisites for this course (if any): No previous course required	
7. Co-requisites for this course (if any): Non	
8. Location if not on main campus: colleges compound- Abu Arish	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input checked="" type="checkbox"/> What percentage? <input type="text" value="90"/>
b. blended (traditional and online)	<input checked="" type="checkbox"/> What percentage? <input type="text" value="10"/>
c. e-learning	<input type="checkbox"/> What percentage? <input type="text"/>
d. correspondence	<input type="checkbox"/> What percentage? <input type="text"/>
f. other	<input type="checkbox"/> What percentage? <input type="text"/>
<p>Comments: We are working on the establishment of a special channel on the YouTube through which to raise CDs to explain the programs: Adobe InDesign + Adobe Photoshop + Adobe Illustrator especially that the time of practical lectures is not enough to cover these three programs, which are very basic in the design and output paper and electronic.</p>	

B Objectives

What is the main purpose for this course?

- Provide a quick overview of designing & layout and its relationship to journal designed to be more attractive.
- Focus on designing & layout methods and their relationship to journal deigning.
- Introduce practical designing & layout and use possible means to attract the eyes of others.
- Teaching students how to design newspapers as well as how to design the newspaper's logo & e-journal templates.

Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

- Increased use of IT-based materials or references or the Internet.
 - Knowledge of changes in course content based on the results of new scientific research in the field of communication.
 - Providing the library with many distinguished references in this course as well as the latest studies in the field of communication
1. Developing students' abilities to design and produce e- newspaper templates To keep pace with the development of the in the field of journalism
- Adopting our channel on the YouTube, which we are currently working in to help the student to listen to lectures and explanations of our lectures any suitable time for students, as well as linking the channel with other channels related to the specialization.

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

This course provides a brief overview of the concept of deigning & layout and its relation to rhetoric as a humanistic behavior aimed at influencing others. The course focuses on a set of theories & methods of deigning & layout and its relationship to communication. It also aims to provide practical models of deigning & layout and the use of possible means to influence the choices of others through credibility, emotions and logic.

The student should know the methods, ways and curricula of designing newspapers and publications, and teaches the student how to implement the design of the newspaper and the making of the Mackett.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
Definition of designing & layout, and the difference between them	1	3
Designing & layout functions and determinants	1	3
Arts of designing & layout & The qualifications and functions of a journal designers	1	3
the importance of journalistic design	1	3
Components of the basic design of the newspaper	1	3
Progressive Design	1	3

Front page output rules	1	3
Fixed and mobile units on the front page	1	3
The doctrines of the first page	1	3
designing the internal pages	1	3
Practical methodes of designing & knowing how of Makket making.	1	3
Design of electronic newspaper	1	3

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planed	30		15			45
	Actual	30		15			45
Credit	Planed	2		1			3
	Actual	2		1			3

3. Additional private study/learning hours expected for students per week.

4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge		
1.1	the concepts of designing & layout	- Lectures - Collective duties - scientific researches	- Semester Activities - Final Exam
	Identify the variables related to the designing & layout process		
	recognize the methods of designing & layout and its engines		
1.2	Recognizes design and layout programs	Theoretical & practical lectures	Lab practices
2.0	Cognitive Skills		
	MENTION definitions of design and layout	- Reports based on research on the subject on the Internet	- Semester Activities - Final Exam
	explain methods of design and layout		

	recognize the art of design and layout	- Group discussion	
	criticize means of design and layout	- Lectures	
		- Practicals	
2.1	Gain the skill of designing & layout newspaper	Theoretical, practical lectures & lab works	Lab practices
2.2	Gain a 2-d designing skill in general	Theoretical & practical lectures & lab works	Lab practices
3.0	Interpersonal Skills & Responsibility		
	acquire the skill of teamwork with others in group research	- Reports based on research on the subject on the Internet - Group discussion - Lectures - Collective duties	- Questionnaires - Participation reports
	build good relationships with others in the work environment		
	take responsibility		
3.1	Gain teamwork skills	team work	Laboratory work
3.2	Building trust within students and assuming individual responsibility	Assignment in the field of design and production	home Practical assignments
4.0	Communication, Information Technology, Numerical		
	acquire persuasion skills	- Group discussion - Lectures - Request reports based on research in references and on the Internet	Through the use of statistical software
	acquire the spirit of teamwork in a group style		
	acquire the skill of dealing with others		
	acquire the skills of effective communication		
4.1	Gain the skill of design and journalism	practical work	Practical tests
4.2	Ability to measure dimensions and distances of newspaper pages	practical work	Practical tests
5.0	Psychomotor		
5.1	analyze the factors influencing the success of the persuasion process	- discussion - Lectures - Collective duties	Through quality in effective communication and planning and the ability to study the public
5.2	plan for a good persuasion		
	study the target audience		

5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
2	Semester Activities	Per Week	40%
3	Final Exam including practical exam (40 +20)	Last Week	60%
4			
5			
6			
7			
8			

D. Student Academic Counseling and Support

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| <p>1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)
Provide students with questions and inquiries during office hours of 10 hours per week.</p> |
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E Learning Resources

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| <p>1. List Required Textbooks:
- Design and production of printed press, dr. Iyad small
- Journalistic output, its functional significance and modern trends, dr. Fahad Al Askar</p> |
| <p>2. List Essential References Materials (Journals, Reports, etc.)
Follow up the production of knowledge and research in the field of design and layout continuously</p> |
| <p>3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.
Different e journals books + you tube channels especially materials related to the explanation of designing programs</p> |
| <p>4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.
materials related to the explanation of designing programs</p> |

F. Facilities Required

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| <p>Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)</p> |
| <p>1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)
Effective classroom:
- 60 classrooms
- 10-20 student seminar halls
- A design and production laboratory equipped with Macintosh</p> |
| <p>2. Technology resources (AV, data show, Smart Board, software, etc.)
Efficient Computer (Laptop) + designing program</p> |
| <p>3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)
- Data show
- smart board
- Photoshop, InDesign illustrator programs</p> |


G Course Evaluation and Improvement Processes

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| <p>1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching:
The course is evaluated from the students' results first and then some questionnaires are conducted to identify the weaknesses in the course.
- Periodic tests has been done
- Questions during theoretical lectures</p> |
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<p>- Duties</p>
<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department: Conducting classroom activities (speaking to the public - communicating with others). - Assess student performance through results and the exchange of a sample of tests corrected periodically by faculty members in the same specialization and reviewed by the department head. - Know the limitations and try to irreversible problems. - Through questionnaires distributed to students</p>
<p>3. Processes for Improvement of Teaching: - Review of proposed strategies and learning resources based on survey results. - Developing teaching procedures through the ongoing evaluation and evaluation process</p>
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution) • Evaluate the performance of students through the results and exchange the correction of a sample of the tests periodically by faculty members in the same specialization and reviewed by the head of the department. • Know the shortcomings and try to remedy them. - Assess student performance through results and the exchange of a sample of tests corrected periodically by faculty members in the same specialization and reviewed by the department head. - Know the limitations and try to irreversible problems. - Through questionnaires distributed to students</p>
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement. Conduct a regular periodic review of the course weekly to make the scientific material present in the minds of students and work to retrieve it in a timely manner. The course is reviewed periodically through the performance of students in the tests and to identify the decisions of the departments similar to different universities and work on the download of new scientific research and the results of studies related to the decision.</p>

Name of Course Instructor: Dr. Habiballa Salih Hassan

Signature:  _____ Date Specification Completed: _____

Program Coordinator: _____
 Signature:  _____ Date Received: _____