

Common Course Outline
MCOM 121
Publication Copywriting and Design
3 Semester Hours

The Community College of Baltimore County

Description

Publication Copywriting and Design

Explores the writing of copy and effective design for newsletters, brochures, fliers, advertisements and business reports; emphasis is placed on factors affecting readability, the use of copy as an element of design, copy fitting, and copy formatting for print and electronic publications.

Prerequisites: Successful completion of ENGL 101 and CGVC 101.

Overall Course Objectives

Upon completion of this course the student will be able to:

1. use Microsoft Word
2. use Quark Xpress
3. demonstrate an understanding of the role of style and tone in language and graphics
4. demonstrate an understanding of the use of copy as a design element
5. design, write and format text for an invitation or announcement
6. design and write a memorandum
7. design and develop a resume for print and electronic transmission
8. design a two-fold brochure using text and graphics
9. design a flier using text and graphics
10. write copy for a newsletter
11. design a newsletter
12. lay out and fit copy and graphics into a newsletter design
13. develop a portfolio of sample documents to demonstrate an ability to critique publications
14. develop a portfolio of self-generated documents for evaluation of learning

Major Topics

1. using Microsoft Word
2. using Quark Xpress
3. language
 - a. grammar, homonyms, frequent problems in usage
 - b. tone and style
 - c. readability

4. formatting and copy for invitations or announcements
5. formatting and writing memoranda for print and electronic mailing
6. formatting a resume for print and electronic mailing
7. brochures
 - a. purposes
 - b. design
 - c. copy
8. fliers and advertisements
9. newsletters
 - a. audiences
 - b. legal requirements
 - c. nameplates
 - d. copy
 - e. design
 - f. copy formatting
 - g. copy fitting

Course Requirements

Grading/exams: Students will be evaluated on the basis of:

1. invitation/announcement project
2. memoranda
3. resume
4. brochure
5. flier
6. newsletter
7. portfolio of sample and self-generated publications
8. quizzes or exams at the discretion of the instructor

Writing: The individual faculty member will determine the focus and audience of the specific publication assignments. However, effective and correct English writing will be part of the grade for all class projects.

Other Course Information

This course is an elective designed for students who are enrolled in the Corporate Communication or Mass Communication program, or considering careers in communications or public relations.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.