

Communication, Languages and Performing Arts

Department of Media and Film

January 2018 Semester

Com 682x Advanced Design Print & Multimedia Production

 Final Project (100 Marks)

**INSTRUCTIONS**

Answer all questions in Sections A and B

SECTION A

Each student will redesign an eight-page weekly newspaper whose template the lecturer will provide. However, a student may choose to design his or her own template so long as it adheres to the specification of an eight page A4 size tabloid. The student will choose the name of the publication, and replace all text, photographs and other graphics from the template. The layout of the individual pages should be redesigned as dictated by copy, art/photo, headlines or display, but the overall design as envisioned in the template.

The final project will show the text, the actual photo s and captions, illustrations, advertisements, and headlines. Students will be expected to provide two topical stories for page one (the lead and second lead, and an opinion piece on a current topical issues trending in a fortnight to the examination. The opinion piece must carry a picture byline. The candidate shall also provide a back page story- which may be a sports story or general entertainment complete with artwork and byline. The rest of the stories and pictures can be imported from other publications. Page one and the back page should be in full colour.

Evaluation will be based on the following:

1. Name of the paper and the design of page one (10 marks)
2. The unity of the publication (5 marks)
3. Layout of individual pages (including flow of the text, presentation of the headlines, use of white space, use of colour, choice of typeface for text, headlines and captions, choice and placement of photographs, advertisements and other art) (25 marks)
4. The editing of the content (language, story structure, factual accuracy, style, tone, legal and ethical probity) (20 marks)
5. The choice and crafting of catchy headlines, photo choice/cropping, and captions (10 marks)
6. A written brief explaining the choice of the publication, the target audience, the typeface, the font chosen for the headlines, body text and captions) (10 marks)

SECTION B

1. Produce a 2-3 minute video to supplement any one story (10 marks)
2. Produce a 2-3 minute audio to supplement an y one story (10 marks)
3. Produce at least 5 photos to supplement 5 stories (10 marks).

**Note the following:**

The first (preliminary) layout of the detailed dummy should be ready for inspection two weeks or a week the examination day (date to be specified later).

The complete newspaper should be submitted both on soft and hard copy (printout) on exam date. Apply the obtaining style book at the Standard or Nation Media Group. A copy of the Nation style book has been provided. All examination rules apply to this project. A plagiarised project will earn a zero grade and possible disciplinary action against the student.