



Lead City University, Ibadan
Faculty of Environmental, Management and Social Sciences
Department of Mass Communication

COURSE PARTICULARS

Course code: CMT213

Course Title: Editing and Graphics of Mass Communication

No. of Units: 3

Status: Compulsory

LECTURER'S DETAILS

Name: Isiade, F. F. A.

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Area of Specialization: Photography, Graphics, Media technology, Broadcasting

COURSE DESCRIPTION

Introduction

This course exposes student to the creation, development and production of graphic messages in the form of shapes, signs symbols, images, colour and texture in a creative and understandable way to form Visual messages for print.

Principles and Practice of visual presentation including the effective use of texts and illustrations, signs, shapes, symbols and colour are taught to make students grasp the techniques of effective communication. Students will also be introduced to the early years of Graphic Arts, and printing (including Johann Gutenberg in Germany and Wang Chick in China). The rudiments of Print Media, Typography, Layout styles and make-up will be covered.

COURSE OBJECTIVES

At the end of the course, student must be able to

- Understand the principles and practice visual presentation
- Define graphics in relation to written, drawn and printed communication
- Explain the development of writing the invention of printing to the development of the metal type
- Originate and develop graphic elements in message development
- Create, develop and produce shapes, signs, and symbols in lines, colour or a combination of both
- Select and use typefaces, drawings and pictures for print communication including advertising and publicity materials.
- Undertake Newspaper and magazine production.
- Produce posters, calendars, book covers, files, logo designs, stickers and letterheads.
- Write new stories using the inverted pyramid experiment on the basis of the 5Ws and H.

- Write and edit stories for broadcast and Newspaper
- Master the use of editing and proofreading symbols
- Understand the Ethics of news writing and editing

ASSESSMENT

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|--------------------------|-----------|
| Class Attendance | 5 marks |
| Test (s) and Assignments | 25marks |
| Examination | 70 marks |
| Total | 100 marks |

LECTURE PLAN

| Weeks | Topics |
|---------------|---|
| Week1 | Definition of Graphics Communication Graphics in Communication Short history of graphics Development of the alphabet and stages of writing developments |
| Week2 | Development of printing- from the Assyrian to Chinese wood block printing Metal block printing and Johann Gutenberg Development of types, software and typesetting |
| Week3 | Principles and practice of visual presentation Combination of letters (types) and pictures in print communication Types selection and messaging Psychology of typefaces |
| Week 4 | Visual aspects of communication Making illustrative pictures using the camera Survey of drawing and painting images of print illustration Using illustrations in books, novels and materials |
| Week 5 | Origination and development of graphics From sketch to finish Using shapes, signs, symbols and colours Layout and roughs Dummy, and comprehensives |

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|----------------|--|
| Week 6 | Advertising and publicity message design Posters, calendars, fliers pamphlets etc. Logo, sticker promo materials, etc. |
| Week 7 | Introduction to printing processes Letterpress, lithographic printing, digital printing, serigraphy |
| Week 8 | News Writing and Editing Newspaper Editing/Newspaper production Broadcast News writing and Editing/producing a News Bulletin |
| Week 9 | Basic photography and photo editing Photography and photo-editing principles |
| Week 10 | Practices in Editing |
| Week 11 | Class and personal projects in news writing and copy editing |
| Week 12 | Revision and end-of-semester project |

Reading List

1. Turnbull, A.T and Baird, RN. The Graphics of Communication, New York, Holt, Reinhart and Winston, Inc.
2. Agba, P.C. Fundamental or Graphic Communication

TUTORIAL QUESTIONS

Section A

- 1 (a)What is editing? (b)What is the different between editing and proofreading? (c)Is it possible to edit while you are proofreading? If yes, how is it done and if No, give reasons. (d)State and explain the three steps in editing. (e)If any of these three steps is skipped, what happens to the edited copy? (f)To avoid any negative result that may happen, what should be the watchword of the copyeditor?(g) How can an editor make a speculative story credible to readers without walking into the jaws of the law?
- 2.(a) What is Graphics? (b)What are the elements combined to form a graphic message? (c) Why is graphics so important to print, advertising, the internet, broadcast and film? (d) What is the significance of photography or drawing to print communication? (e) Enumerate the characteristics of a poster message and explain why it is regarded as a message for people on the move?
- 3.Development of writing went through three important stages-the pictographic, ideographic and the alphabetic stages. With suitable diagrams, explain the three stages.
- b.Name some of the achievements of the evolution of writing with particular reference to dissemination of information, education and documentation in the early days.
- 4aName and explain five methods of printing used in recent times, their suitability for the media they are used for and their economic advantages.
- b.Why is serigraphy or screen printing the best means of printing on fabrics?
5. From your typefaces collection, recommend suitable typefaces for producing -
 - i. Newspapers, books and fliers
 - ii. Billboard posters
 - iii. Nursery texts
 - iv. Product manuals
 - v. Marriage proposal letters or a personality citation.

6. Label the typefaces on appendix I with the sources they belong to.
- b. What print material can you produce using each of the typefaces listed here?
- 7a. What is colour? b. What role does colour play in graphic communication?
- c. Draw a colour wheel indicating the basic, Secondary and tertiary colour mixtures using alphabetical notations.
- 8a. What is layout? b. Name three types of layout you know. c. Name the design formats you are familiar with in Graphic Communication. d. Explain why each of them is used for its specific purpose.
- 9a. Why is a poster and a newspaper headline printed in bold type fonts? b. What typeface is best for a poster message and why? c. What typeface and size is best for reading texts and why? d. Why are children reading materials printed between 14 and 16 point Sans Serif type sizes?
10. Define and explain the following: i) Two dimensional space ii) Three dimensional space iii) A design format with two suitable examples iv) Give the paper sizes for common typing sheet, a page of newspaper, a folio of newspaper and a standard poster.
11. What role does a computer system play in graphic communication and why is it inevitable in generating graphic information?
12. Why should a graphic communicator be skilful in the use of the computer and knowledgeable in the specification of the elements for composing pages of books and other reading materials.

SECTION C

MARKING GUIDE

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|-----|---|---------------|
| 1a. | Definition of Editing | =10 marks |
| b. | Difference between Editing and proofreading | =5marks |
| c. | Answer with explanations on how it is done | =5 marks |
| 2a. | 10 Editing symbols | =10 marks |
| b. | Explanation of their functions | =10 marks |
| 3. | Why editors should not edit their own works | =2 x 10 marks |
| 4. | The three steps of editing explained: | |
| - | The three steps | =8 marks |
| - | Explanation of each step | =4 x3 marks |
| 5. | Why media should strive to be a credible source of information | =10 marks |
| b. | How an editor can make a speculative story credible | =10 marks |
| 6a | Definition of graphics | =5 marks |
| b. | It's importance in print, advertising and internet, broadcasting and film | =3 x 5 marks |
| 7a | Significance of photography and drawing to the print media | =10 marks |
| b. | Pictures and drawings are necessary on posters for many reasons | =2 x 5 marks |
| 8. | Explanation of the three stages of development of writing | =2x 4 marks |
| b. | Achievements of the evolution of writing | =3 x 4 marks |

9. Five methods of printing =2 x 5 marks
- b. Suitability of each and their economic advantage =6 marks
- c. The best means of printing on fabric =4 marks
10. Recommendations (or specification) of typefaces:
- i. For news paper text =4 marks
 - ii. For billboard poster =4 marks
 - iii. For Nursery text =4 marks
 - iv. For a advantage proposal letter =4 marks
 - v. For a product manual =4 marks
11. From the typefaces provided indicate or label:
- i. A sans serif typeface =2 marks
 - ii. A roman typeface =2 marks
 - iii. A slab (or square) typeface =2 marks
 - iv. A text typeface =2 marks
 - v. A cursive (or script) typeface =2 marks
- List what each typeface is best for =2 x5marks
12. Definition of colour =5 marks
- b. Role of colour in Graphics of Communication =5 marks
- c. A typical colour wheel (colour triad) =5 marks
- d. Typical application of basic colours and their meanings for specific purposes, e.g
advertising human behaviour and environmental beautification
=5 marks
- c. Types of design formats in a graphics =5 marks
- d. Why they are mend for their specific design purposes =5 mark