



College of Communication, Information, and Media

DESIGN STYLE GUIDE

Center for Information and Communication Sciences

Department of Journalism

Department of Communication Studies

Department of Telecommunications



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Message from the Dean

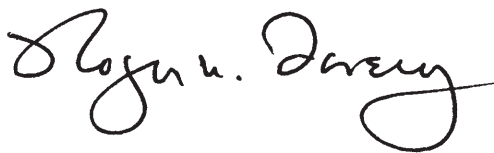
Greetings,

Just over ten years ago the College of Communication, Information, and Media was formed. While the pairings of academic units were logical, uniform communication materials were never created to reflect the “marriage” of these units. It is the intent of this guide to provide each academic unit with a resource for preparing communication materials that help establish a visual identity for the college and connect academic units to each other and the college. As “a rising tide raises all boats,” each unit’s materials will now add visibility to the remaining programs, and our limited marketing communication dollars will work harder for us.

For the style guide to be successful, the full cooperation of all four academic units will be required.

I would like to thank the following volunteers who contributed as members of the Style Guide Interest Group: John Dailey, Lori Demo, Ken Heinen, Jim Needham, Barry Umansky and Marilyn Weaver. Special thanks go to Jennifer George-Palilonis who responded so successfully to input from the committee in creating such an exceptional communication resource.

This guide should be updated every two-to-three years, or as deemed necessary. Suggestions for future editions of the guide should be forwarded to the dean’s office.

A handwritten signature in black ink that reads "Roger M. Lavery". The signature is written in a cursive style with a large, looping 'R' and 'L'.

Roger M. Lavery

June 30, 2006

Design Philosophy

The College of Communication, Information, and Media is comprised of four academic units: Center for Information and Communication Sciences, Department of Communication Studies, Department of Journalism and Department of Telecommunications. The college and its respective departments each publish and distribute numerous promotional and informational materials on a regular basis, including annual reports, brochures, fliers, newsletters, posters, CDs and Web sites. It is important that the design of these pieces reflects a typographic and stylistic unity that communicates that these units are all related and that they share an affiliation with the college. Thus, the purpose of this manual is simple: to establish guidelines for how these materials should be designed and to explain the rules for how the typographic palettes developed for the college and its units should be implemented.

The process that led to the development of this style guide included review of a number of typefaces and ways to create a visual identity for each department and the college. Likewise, consideration was given to how departments should identify themselves, the college and the university on any piece developed for either internal or external audiences.

After a number of different options were reviewed, a style guide interest group, led by the College of Communication, Information, and Media Dean, Roger Lavery, decided to pursue an approach that provided each department with some degree of individuality, while maintaining a significant degree of typographic unity among departments and the college. The “siblings” metaphor was adopted, with the idea that we are all related as siblings under the same parent, CCIM. Thus, we share many aesthetic features, while still maintaining a degree of individuality in our looks. The specific ways in which this has been achieved is outlined in descriptions of the type palette that follow.

It is important to note that the actual design on any one piece should be fresh, different and visually interesting. Other than the basic rules established for placement of the college identification or university logo, type styles or color palettes, there are few specific guidelines for how individual pieces should “look.” Designers should feel free to reflect the tone, content and purpose of any single piece in unique and innovative ways.

IDENTIFYING ELEMENTS: COLOR PALETTE

Color Palette

PRIMARY COLORS

BSU red, black and 40% black are the primary colors in the college palette. Any time red appears in a piece, it should be the mix shown below. This is the official university color, and it is inappropriate to use any mix of red other than this one. *Due to the high intensity of this shade of red, it is best used as an accent color rather than as a dominant color in a design.*



PMS 199
0C, 100M, 65Y, 0K



BLACK



40 PERCENT BLACK

SECONDARY COLOR COMBINATIONS



PMS 199
0C, 100M, 65Y, 0K



BLACK



40 PERCENT BLACK



PMS 199
0C, 100M, 65Y, 0K



BLACK

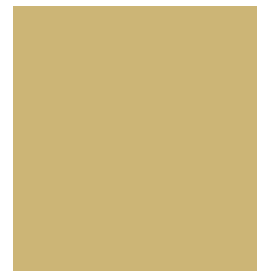


40 PERCENT BLACK

Secondary colors may be used on pieces that require a more unique look and feel, such as invitations, programs or posters.

TINTS

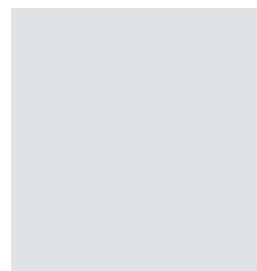
The following colors should be used as background tints when large amounts of text type are placed inside a colored box in a design.



PMS 199
0C, 100M, 65Y, 0K



PMS 199
0C, 100M, 65Y, 0K



PMS 199
0C, 100M, 65Y, 0K

University Logos



The *Beneficence* shield mark cannot be used without the logo type, except in special situations such as building signage and promotional materials. In these cases, the shield mark must be close to the BSU name for association.

Never crop any part of the *Beneficence* shield mark. If done with care, the image of *Beneficence*, extracted from the shield, may be used alone as a design element. Only then can it be cropped.

The size of the *Beneficence* shield mark should be proportionate to the piece you are designing.

University Communications prefers that the *Beneficence* shield mark appear prominently on the front of all pieces that will be distributed to an external audience. However, when design or content—such as with exceptionally small pieces or department newsletters—makes front placement difficult or impossible, the *Beneficence* shield mark may be placed on the back of a piece or in the mailing label area.

On pieces that will be distributed to an internal audience, the *Beneficence* shield mark may be forgone for design or content purposes. In these cases, the BSU name may appear either in the logo type style or, when small identification is called for, in 12 point, Myriad Pro Bold, all caps, as shown:

BALL STATE UNIVERSITY



**BALL STATE
UNIVERSITY®**

IDENTIFYING ELEMENTS: THE COLLEGE

College Treatment: Big Caslon Medium

The college name type logo should appear on all pieces published by the four units. The logo should be placed as an eps file. The file is called: CCIMTypeLogo.eps and has been provided to each unit for use in department pieces.

The size of the college identification should be proportionate to the size of the piece. The placement of the college identification should generally be at the top or bottom of the front page of a piece. The college identification may be on one line as shown:

College of Communication, Information, and Media

Or on two lines, as shown:

College of Communication,
Information, and Media

Or on four lines, as shown:

College
of Communication,
Information,
and Media

Design should dictate which of the three arrangements should be used, and alignment may be centered, left or right, depending on design requirements.

- Small pieces, such as invitations, CDs, and others measuring 1/2 a letter-sized page or smaller should set the college identification in 16-20 point type.
- Pieces such as fliers, folders, and others measuring between 1/2 and a full letter-sized page should set the college identification in 20-30 point type.
- Larger pieces, such as posters measuring 11 x 17 inches or larger should set the college identification in 30 point type or larger.

Department names

Each department in the College of Communication, Information, and Media should make use of Myriad Pro Condensed when it identifies itself in large display type. Likewise, all departmental newsletter names make use of Myriad Pro Condensed.

Each department has a signature design for its name, which should be used consistently when pieces call for the department name to appear in large display type. The design styles for each department are as shown:

Center
for Information
and Communication
Sciences

CICS

Department of
**Communication
Studies**

Department of
Journalism

Department of
Telecommunications

Department names

When the department name need only appear small on a piece, it should be set in 12 point, Myriad Pro Bold, all caps, as shown:

Center for Information and Communication Sciences

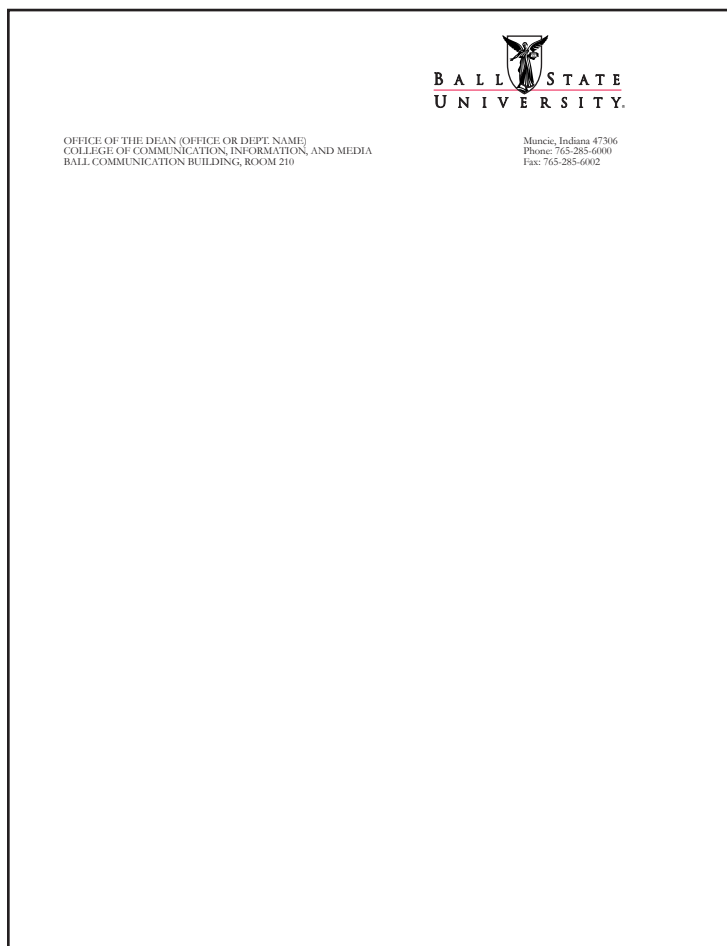
Department of Communication Studies

Department of Journalism

Department of Telecommunications

University Letterhead

All letterhead and envelopes used for external communications must adhere to a standard university style. Stationery is printed at University Printing and Duplicating. For ordering information, call 285-8420.



Size

8 1/2" x 11"

Typography

Address Block: Adobe Garamond,
8.5 pt. over 10.5 pt. leading

Department Name: 8.5 pt. over
14 pt. leading; small caps

Color

Type: Black

Rule in Logo: PMS 199

* example not to scale

IDENTIFYING ELEMENTS: NOTE CARDS

Note Cards



OFFICE TYPE

Myriad Pro
Black Condensed
16 pt.

Office of the Dean

College of Communication,
Information, and Media



COLLEGE ID

Big Caslon Medium
15/18 pt.
This is used with
"Office of the Dean"
cards.

BALL STATE
UNIVERSITY.

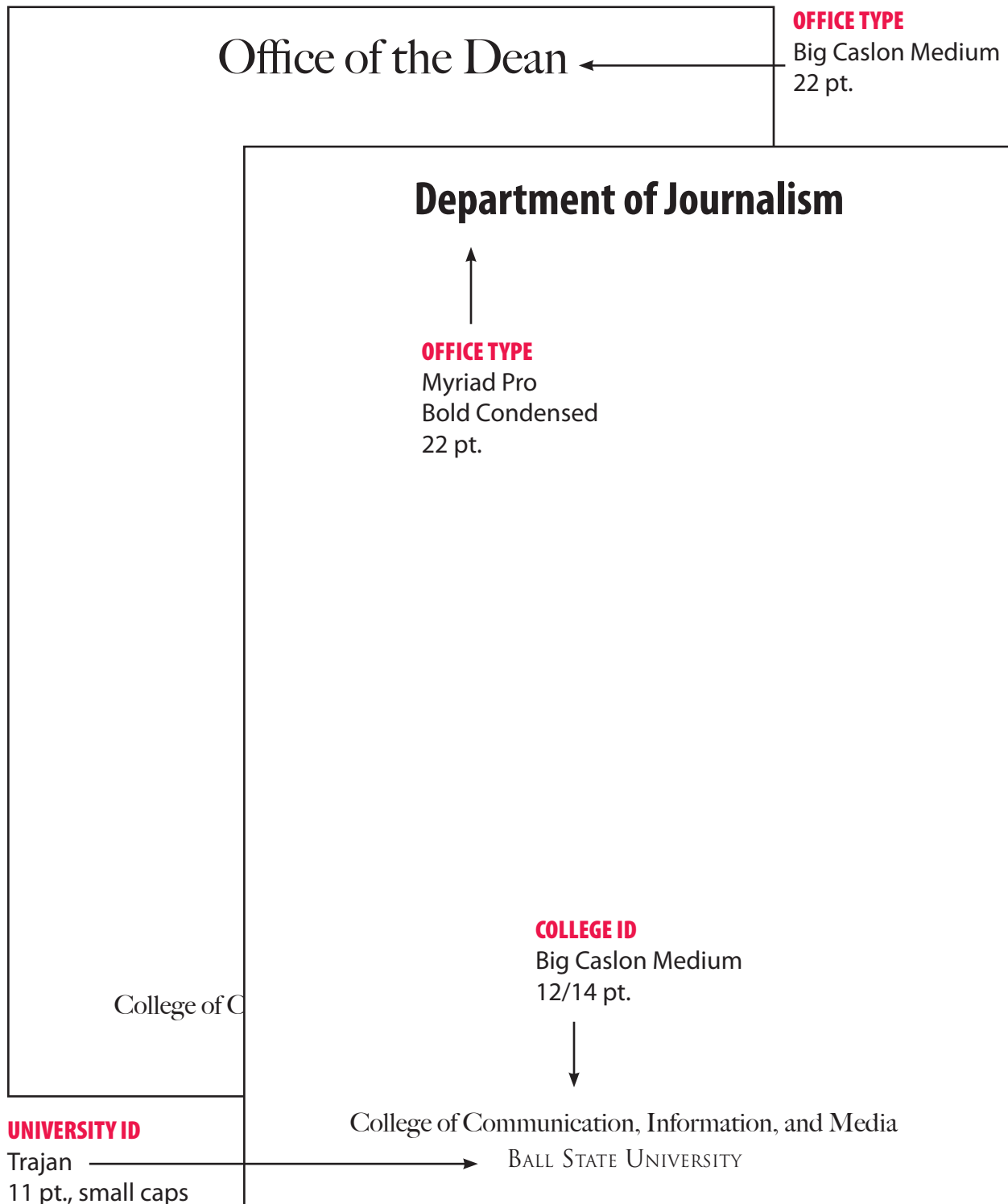
**Center for Information
and Communication Sciences**

College of Communication,
Information, and Media

COLLEGE ID

Big Caslon Medium
12/14 pt.
This is used with
department-specific
cards.

Note Pads



Type Palette Philosophy

Each academic unit within the College of Communication, Information, and Media, as well as the college, will make use of a shared sans serif typeface (Myriad Pro) for most minor typographic elements. Each academic unit has been assigned a display typeface that is unique to the unit. Likewise, each unit will share the same serif typeface for body copy (Utopia).

For other display type elements, such as headlines, titles and type that identifies the purpose of a particular piece, each unit has been assigned its own serif typeface (unique display faces for each unit are defined in the pages that follow).

The shared palette, consisting of Myriad Pro and Utopia, helps create a unified visual identity for the departments and college, making it clear to an outside audience that these entities are all related under a single college. The unique typefaces assigned to each department provide those units with a means for creating an individualized look for the pieces they produce.

College Type Palette

SHARED SANS SERIF: MYRIAD PRO

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro is used by the college and all departments. All minor display type elements, as well as text type elements (excluding body copy), make use of one of the nine weights of Myriad Pro.

UNIQUE DISPLAY TYPE: CASLON CONDENSED

Caslon Bold Condensed

Caslon Black Condensed

Caslon Condensed is used for display type that is unique to the content in a specific piece. For example, Caslon Condensed should be used for headlines in newsletters and annual reports or college-specific titles or slogans in fliers, brochures and folders.

CICS

SHARED SANS SERIF: MYRIAD PRO

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro is used by the college and all departments. All minor display type elements, as well as text type elements (excluding body copy), make use of one of the nine weights of Myriad Pro.

UNIQUE DISPLAY TYPE: DIDOT

Didot Bold

Didot Regular

Didot Italic

Didot is used for display type that is unique to the content in a specific piece. For example, Didot should be used for headlines in newsletters, or department-specific program names in fliers, brochures and folders; or names of specific projects highlighted in promotional pieces (i.e., “Applying for ICS graduate study,” “Student Social Learning Program,” or “Combine your potential with our results”).

Communication Studies

SHARED SANS SERIF: MYRIAD PRO

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro is used by the college and all departments. All minor display type elements, as well as text type elements (excluding body copy), make use of one of the nine weights of Myriad Pro.

UNIQUE DISPLAY TYPE: MILLER

Miller Bold

Miller Roman

Miller Italic

Miller is used for display type that is unique to the content in a specific piece. For example, Miller should be used for headlines in newsletters, or department-specific program names in fliers, brochures and folders; or names of specific projects highlighted in promotional pieces (i.e., “Communication Liberal Arts & Sciences Masters Program,” “Graduate Assistantships,” or “Debate teams have banner year”).

Journalism

SHARED SANS SERIF: MYRIAD PRO

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro is used by the college and all departments. All minor display type elements, as well as text type elements (excluding body copy), make use of one of the nine weights of Myriad Pro.

UNIQUE DISPLAY TYPE: CHRONICLE

Chronicle Bold

Chronicle Semi

Chronicle Roman

Chronicle Condensed is used for display type that is unique to the content in a specific piece. For example, Chronicle should be used for headlines in newsletters, or department-specific program names in fliers, brochures and folders; or names of specific projects highlighted in promotional pieces (i.e., “News Illustrated,” “Journalism Graphics Sequence,” or “Design your future. Write your own ticket. Picture your success”).

Telecommunications

SHARED SANS SERIF: MYRIAD PRO

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Myriad Pro Black

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro is used by the college and all departments. All minor display type elements, as well as text type elements (excluding body copy), make use of one of the nine weights of Myriad Pro.

UNIQUE DISPLAY TYPE: MINION

Minion Bold

Minion Roman

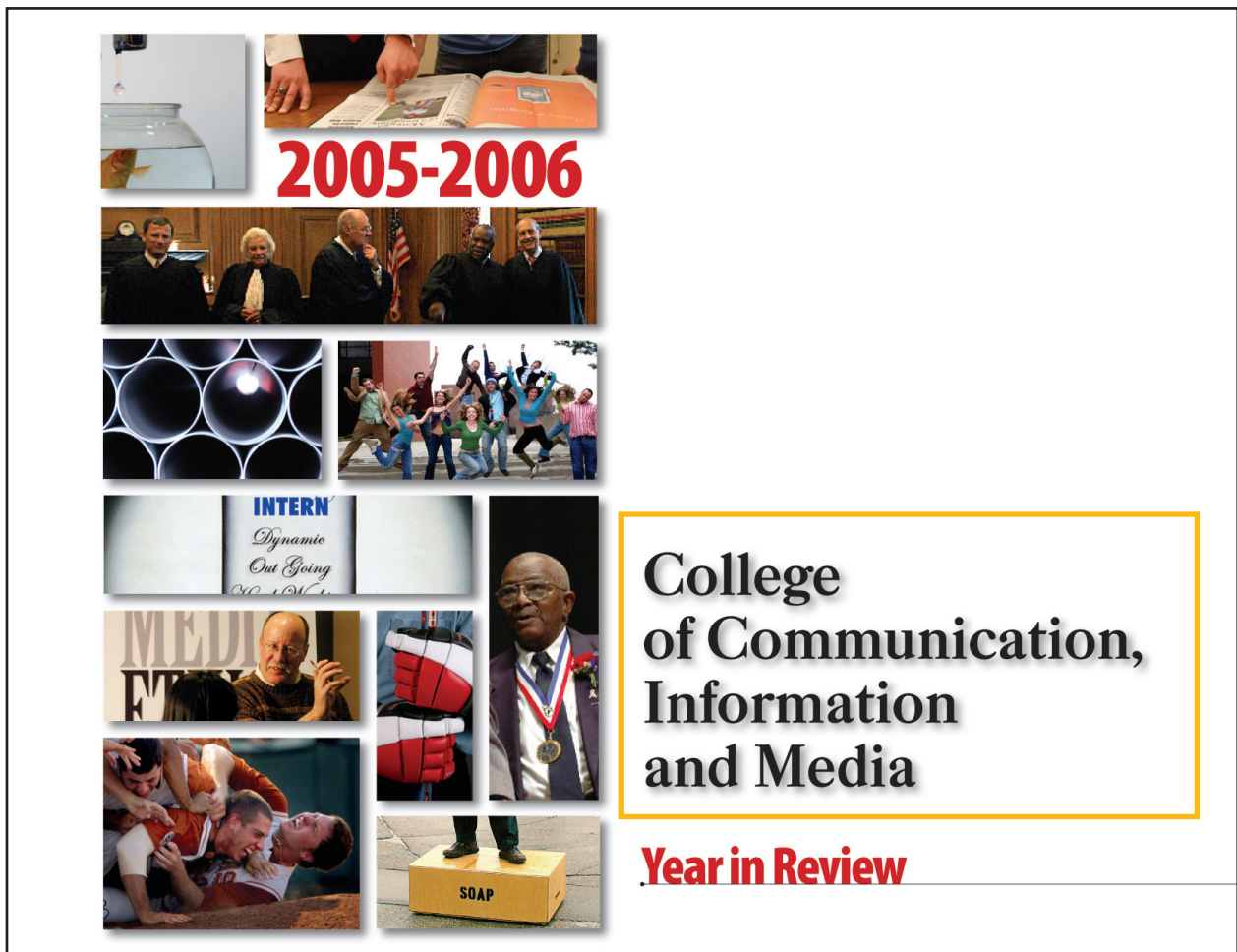
Minion Italic

Minion Condensed is used for display type that is unique to the content in a specific piece. For example, Minion should be used for headlines in newsletters, or department-specific program names in fliers, brochures and folders; or names of specific projects highlighted in promotional pieces (i.e., “Talent Workshop,” or “Programs in Telecommunication”).

College: Caslon Condensed

Display type may be defined differently, depending on what type of piece you are working on. For example, major display type in a newsletter is defined as story headlines. However, major display type for a promotional piece, such as a flier or brochure, is defined as the type used to display the title of the program being promoted.

The College of Communication, Information, and Media makes use of various weights of **Caslon Condensed**. The type set in Caslon Condensed is highlighted with a yellow box.



Communication Studies: Miller

Display type may be defined differently, depending on what type of piece you are working on. For example, major display type in a newsletter is defined as story headlines. However, major display type for a promotional piece, such as a flier or brochure, is defined as the type used to display the title of the program being promoted.

Communication Studies makes use of various weights of Miller. The type set in Miller is highlighted with a yellow box.

COMMUNICATION WEAVES WORLDS

Communication
Liberal Arts and Sciences

MASTER OF ARTS

Offering opportunities to explore and evaluate the way human communication shapes behavior at the personal and public levels



Communication Studies

College of Communication, Information, and Media



BALL STATE UNIVERSITY

Communication Studies

GRADUATE ASSISTANTSHIPS

SEND APPLICATION MATERIALS TO:
Director of Graduate Studies
Department of Communication Studies
Ball State University
Muncie, IN 47306

For more information, call: 765-285-1882.

APPLICATIONS
Applications to the Graduate School, as well as catalogs, may be acquired by writing directly to:

Graduate School
Ball State University
Muncie, IN 47306

For more information, about graduate school call: 765-285-1297.

DEADLINE
For full consideration, completed applications should arrive no later than April 1.

BALL STATE UNIVERSITY
College of Communication, Information, and Media

We live in the communication age. The ability to communicate well makes information valuable. Tomorrow's leaders will be those who can effectively communicate. Communication is necessary for peace and for the development and maintenance of healthy relationships.

DUTIES
A full assistantship requires twenty hours of service each week. All graduate assistants should expect to supervise discussion sections of the basic public speaking course. Additional assignments may include assisting with our active programs in debate and individual events or helping faculty members with continuing research.

QUALIFICATIONS
• Admission to the Graduate School and department.
• Undergraduate GPA of 2.75 (on 4.0 scale)

STIPENDS
Graduate assistants normally receive a stipend and twelve-month waiver of tuition (incidental fees are not waived).

PROGRAM
Assistants working toward our one-year M.A. degree normally carry twelve semester hours (four courses) each semester, selected from departmental offerings and approved courses in other departments. Students may elect a thesis or a non-thesis option.

STARTING DATE
August

CONCENTRATIONS
Students may specialize in either Organizational and Professional Communication Development (OPCD) or CPD. CPD will prepare students for careers as organizational communication consultants, trainers, and developmental specialists. CLAS will prepare students for further study in a Ph.D. program, immediate entry into higher education teaching, or a professional communication career.

TO APPLY
To apply for an assistantship, you will need to submit the following materials:
• a letter of application
• a one-to-two page excerpt from your professional or academic writing
• three letters of recommendation
• a copy of your acceptance to Ball State University Graduate School
• an official copy of all undergraduate transcripts

Department of Communication Studies

COMMENTary

College of Communication, Information, and Media, Ball State University

TEAMS HAVE BANNER YEAR



2008-2009 National Championship

IE Team Wins Division I National

Debate Team Wins National Championship

INSIDE
Both Messer completes fellowship for the Virginia B. Ball Center; Page 2
Roger Leary named CCM Dean; Page 7
Alumni updates; Page 6

SPRING 2008—VOLUME 17, ISSUE 21

this publication on three lines goes

Ullammy nuptae volopere conmy nism quip eugiate magna frugatio con hant salitaring enim vulput voleque nibh eum niam niam inlata volosem aqua legat vicia magna foccum nortper se dicit nuptat am volobor se factum sander modipit, voluptat, nunticilis enim. Dignit atitad ut vel deliquat.

Accum ate modolor timod niam ut-
pat. Rat, quicidit blan ut iure vulbore conullant do dolokortare ing endo oncipit etae volose conmy modupit praeire facip ex enim enim qui bla con tip do consequi se lacrima vulputatum veri exei sanci enim vullan vreaedit ing eugiat doloper ipsum iure vulgate dolobore dolorem dolor ipsestrud ent niam enim vologit.

In quip, quid ut ea feugeroet ut adolomant adham zrrillan henti but novillan hendreet ipi nulla facti henti jiti vulputatem niam quait, quat. Duipti auctio esse Ullammy nuptae volopere conmy nism quip eugiate magna fe-

Debate Coaches Donny Peters, Mike Bauer, and Nathan Wade.

See DEBATE on page 5

See IE on page 5

Journalism: Chronicle

Display type may be defined differently, depending on what type of piece you are working on. For example, major display type in a newsletter is defined as story headlines. However, major display type for a promotional piece, such as a flier or brochure, is defined as the type used to display the title of the program being promoted.

Journalism makes use of various weights of Chronicle. The type set in Chronicle is highlighted with a yellow box.

DEPARTMENT OF JOURNALISM

PHOENIX

College of Communication, Information, and Media - Ball State University

SPRING 2006

VOLUME 17, ISSUE 21

INSIDE THIS ISSUE

FLORIDA VISIT
AAF showcases successful campaign
PAGE 3

PRESS A SUCCESS
'Pritch' inducted into College of Fellows
PAGE 3

TAKING ACTION
Alumna raises First Amendment issues
PAGE 10

ALSO INSIDE
Faculty notes; PAGE 24
Letter from the chair
PAGE 3
Update form; PAGE 9
Alumni Notes;
PAGE 10-11

ON THE COVER
Andy Cox, a former editor for the Oregonian, gives a presentation to Kollin students during the summer 2006 workshop.
PHOTO: KCCJ/NN

Editor speaks out on convergence

BY DIKIE BISHOP

Information whenever they want much in the future if they try to compete head-to-head.

According to Wright, this melding of journalistic mediums will create a "powertouse that will become bigger than the mediums themselves."

Wright says there are three significant events in America's recent history that initially led to the boom of online news—the impeachment of President Clinton, the war in Iraq and the widespread use of broadband.

See **WRIGHT** on page 5



MSNBC.com Editor-in-Chief Dean Wright speaks to students and faculty about what legacy media can do to keep up with Internet news sources. PHOTO: KCCJ/NN

Lavery named new dean of CCIM

BY MIRANDA MULLIGAN

A new school year always myriad fresh faces. Among the new faces will be the newly named dean of the College of Communication, Information and Media (CCIM), Roger Lavery.

A major concern for the recently named dean is the consolidation of media. News centers have been losing moorings for years and journalists are being asked to do a lot more with less, Lavery says.

"We are up on the age of the multimedia," Lavery says, "and academic units that can produce that type of graduate will be at the forefront of the market."

Lavery, former dean of the School of Communication at Northern Arizona University (NAU) in Flagstaff, Ariz., was instrumental in the development of a converged newsroom at NAU. Lavery found inspiration to partake in the forward-



See **DEAN** on page 5

FIFTY YEARS YOUNG

A long time ago, on a campus far, far away (OK, this campus), a tale of drama and action unfolded. A tale of passion. A tale of revolution. A tale of piccas...

BY GERRY APPEL

Fifty years ago, Eastern Indiana Journalism Day was born, an event that would eventually evolve into Ball State Journalism Day.

By 1957, J-Day was attracting around 300 students and advisers—a figure that turned into 2,000 attendees for this year's event and amounts to more than 50,000 total students since its inception. In fact, J-Day became so large, a Junior High J-Day was created, a development that Department of Journalism Chairperson Marilyn Weaver recognizes as significant.

"Our little show grew enough that we had



Muncie Central's Matt Chedick, Tom Baitwisher and Michael Maynard cheer after winning J-Day. PHOTO: KCCJ/NN

Byrd inducted into Indiana Journalism Hall of Fame

Byrd has been involved in broadcast journalism since the age of 12 and began his professional career working at WNET-TV in Fort Wayne in 1978.

"I grew up in the days television was barely out of its womb. I looked at those grainy images on that black and white screen at a very early age. Byrd says.

"To be a teenager in the 1960s—that made news watching almost a necessity. I was lucky to see FOX drive thousands of people into the streets of years old. I got hooked on journalism for life."

In addition to his recent honor, Byrd has also received a number of national recognitions, including being named "Consistent Best Host" by the National Enter Seals Society in 1996. He was also inducted to the Ball State University College of Communications "Wall of Fame" in 1995.

Byrd also writes a newspaper column called, "Second Thoughts," which is published bi-weekly in the



Andy Cox, a former editor for the Oregonian, gives a presentation to Kollin students during the summer 2006 workshop. PHOTO: KCCJ/NN

College of Communication,
Information and Media

Department of Journalism

GRADUATE PROGRAMS

The Department of Journalism at Ball State University offers Master of Arts degrees in:

- ♦ Journalism
- ♦ Public Relations
- ♦ Public Relations Sport Communications
- ♦ Joint degree in Journalism/Public Relations and the Center for Information and Communication Sciences

The department welcomes students with or without professional media experience or undergraduate degrees in journalism or public relations. In some cases, it may be necessary to enroll in undergraduate courses for professional development purposes. Our graduates are prepared for professional careers in communication fields and advanced studies at the doctoral level.



Department of Journalism

Secondary Education

A teacher's career is a journey, the journey never where his influence stops."
— Henry Brooks Adams, Historian

CONTACTS
Teaching programs require additional courses in educational methods. See the Department of Secondary, Higher, and Foundations of Education and Teachers College for the descriptions of these courses to the teacher education program.

For information about the Department of Journalism, call: 765-285-8200

Or write:
Chairperson
Department of Journalism
Ball State University
Muncie, IN 47306

Or email:
bsujourn@bsu.edu

BSU Journalism Web site:
www.bsu.edu/journalism

The secondary education sequence prepares journalism education majors in instructional and publications advisement roles.

The secondary education sequence includes courses designed to prepare prospective teachers in diverse areas of journalism.

OVERVIEW
In addition to basic, instructional areas, teachers must be prepared to teach, an emphasis is placed on developing advising skills for newspapers and yearbooks as well as curricular planning and classroom management. Ball State has a long history of preparing journalism education majors and is a respected leader nationally.


THE JOB MARKET
Journalism majors are strongly encouraged to have a teaching minor. English is one of the recommended minors, but other combinations are possible. It is expected that most teachers will be prepared to teach at least one other subject since few schools have full-time journalism teachers.

At the moment, the job market for both high school and middle school journalism teachers is strong in Indiana. Students who wish to teach in other states should meet with the teacher certification officer to find out the requirements for that state. In addition to teaching positions, students may seek positions in editorial marketing particularly in the area of yearbook or printing houses. Students experience a wide range of activities and encounter a variety of different academic areas through the teacher education curriculum. This varied experience prepares students to enter many different areas of the journalism profession.

SUGGESTED MINORS
Students are encouraged to take as many courses as possible in graphic design, printing technology and photojournalism. All of these areas are related to the daily operation of a student publication. Public relation courses are recommended for students who are considering work with a school public relations program.

Secondary education majors are also required to complete 36-42 hours of education courses, including the student teaching experience for certification. Teacher education courses and selective retention standards for the sequence are listed in the catalog.

EXTRACURRICULAR ACTIVITIES
Involvement in the campus newspaper, the Daily News, campus magazine (Expo) and Web product (Ball Bearing) is encouraged so students will have practical experience in those areas.



Telecommunications: Minion

DEPARTMENT OF TELECOMMUNICATIONS

FRESHMEN ONLY

TALENT WORKSHOP


For students who want to work on-camera

TUESDAY, APRIL 4
6 TO 8 P.M., BC200

Please come groomed
and dressed appropriately.
Sponsored by the Dynamite Freshmen Fund

ONLY FOR FRESHMEN WHO DID NOT TAKE PART
IN LAST FALL'S WORKSHOP.
SIGN UP NOW IN BC201.

College of Communication, Information, and Media



Display type may be defined differently, depending on what type of piece you are working on. For example, major display type in a newsletter is defined as story headlines. However, major display type for a promotional piece, such as a flier or brochure, is defined as the type used to display the title of the program being promoted.

Telecommunications makes use of various weights of **Minion**. The type set in Minion is highlighted with a yellow box.

Department of Telecommunications

TCOMmunity

SPRING 2006
VOLUME 17, ISSUE 21

College of Communication, Information, and Media - Ball State University

I'm In! Indiana Media History Network Lobbies to Bring Hollywood to Indiana



Actor Sean Astin (center) poses with TCOM instructor Kathryn Gardiner, Department Chair Nancy Carlson, and alumni Matt Gonzales and Derek Hammer.

This is a secondary headline for this publication on three lines goes heres.

INSIDE
Teaser to an inside story goes here fill the space more and more; PAGE 2

Roger Lavery becomes new deal of College of Communication, Information, and Media; PAGE 2

Teaser to an inside story goes here fill the space more and more; PAGE 2

Ullummy nulpate volore commy nlm quip eugiate magna feugiatio con hent ulaorting essit vulput voleseq-uis nibh eum niat nim iniate vesesse magna feugait visis adigna faccum olerper se duis nulpam am voloborse faccum sandre modipit, voluptat, sustincilis autat. Dipit atincil ut vel deliquat.

Accum ate modolor tismod min utpat.

Rat, quiscidui blan ut iure

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Ullummy nulpate volore commy nlm quip eugiate magna feugiatio con hent ulaorting essit vulput voleseq-uis nibh eum niat nim iniate vesesse magna feugait visis adigna faccum olerper se duis nulpam am voloborse faccum sandre modipit, voluptat, sustincilis autat. Dipit atincil ut vel deliquat.

3 Levels of Body Copy

Warren Watson, director of the J-Ideas project in the Department of Journalism, spoke at an international conference on newspaper readership Dec. 13 – 14 in Dubai, United Arab Emirates.

Working with two other international experts, one from Australia, the other from Sweden, Watson discussed newspaper readership with participants from newspapers in Singapore, Indonesia,

STANDARD BODY COPY

Utopia Regular

9.5/11 pt., -10 track

Standard body copy is used in newsletters and other publications with large amounts of body copy.

The secondary education sequence includes courses designed to prepare prospective teachers in diverse areas of journalism.

In addition to basic instructional areas, teachers must be prepared to teach, an emphasis is placed on developing advising skills for newspapers and yearbooks as well as curricular materials for the classroom.

MEDIUM BODY COPY

Utopia Regular

11/13 pt., -10 track

Medium body copy is used when more emphasis is to be given on descriptive text. Used primarily for promotional materials.

Ken Dautrich was one of the principal investigators for a study focusing on First Amendment knowledge and attitudes of high school students, teachers and administrators.

LARGE BODY COPY

Utopia Regular

18/27 pt.,

-20 track

Large body copy is used on larger pieces, such as posters.

Small Type Treatments

BY MIRANDA MULLIGAN

A new school year always brings about changes and a myriad of fresh faces. Among the new faces will be the newly named dean of the College of Communication, Information, and Media (CCIM), Roger Lavery.

A major concern for the recently named dean is the consolidation of media. News centers have been fusing resources for years and journalists are being asked to do a lot more with less, Lavery says.

BYLINES

Myriad Pro Bold
9/10.5 pt., all caps

SUGGESTED MINORS

“We are up on the age of the multimedia journalist,” Lavery says, “and academic units that can produce that type of graduate will be at the forefront of the market.”

Lavery, former dean of the School of Communication at Northern Arizona University (NAU) in Flagstaff, Ariz., was instrumental in the development of a converged newsroom at NAU. Lavery found inspiration to partake in the forward-looking newsroom project after visiting CCIM and particularly

STORY LABELS

Myriad Pro Condensed Black
12/11 pt., all caps

See **DEAN** on page 5

JUMP LINES

Bold Word: Myriad Pro Black Condensed
9/10.5 pt., all caps
Text: Myriad Pro Regular
9/10.5 pt.

Taglines are notes that go at the end of a block of body copy.

TAGLINES

Myriad Pro Italic
9/10.5 pt.

Photographs



Mike Banas, account executive and intern manager for Ogilvy PR in Chicago, gives senior PR major Courtney Edmonds advice on streamlining and improving her portfolio on Friday, October 14, 2005 during the Journalism Department's Alumni Weekend. Photograph by Amanda Goehlert

PHOTO CAPTIONS

Myriad Pro Bold
9/10 pt.

PHOTO CREDITS

Myriad Pro Italic
9/10 pt.

What makes a good photograph:

- 1) Interaction of people in the picture
- 2) Fill the frame with your subject
- 3) Large enough head size to be clearly seen
- 4) High angles, low angles and framing are more dramatic
- 5) Backgrounds contribute to or detract from content
- 6) Layers of information in the foreground and/or background
- 7) Feeling of motion using stop action, pan or blur techniques
- 8) Simple pictures are more easily understood
- 9) Sharp focus
- 10) Subject clearly featured
- 11) Imaginative use of light
- 12) Normal contrast: not flat or too much contrast
- 13) Digital image size:
 - o Screen resolution is 72 dpi
 - o Newspaper resolution is 200 dpi
 - o Magazine, advertising, brochure resolution is 300 dpi

Here are a few ideas to encourage excellent captions:

- 1) Captions – which are at least glanced at by so many people – are a critical credibility component. Make sure names are spelled correctly!
- 2) Write captions in active voice. Avoid passive sentence construction.
- 3) Tell the reader something about the photo that the image itself doesn't. For example, avoid telling the obvious: "John Doe sits on a chair reading a book."

Pulled Quotes and Lifts

*“Pulled quote
would go here, a
pull quote would
go here relating
to this story. Pul-
lquote would go
right here later.”*

QUOTE/LIFT TEXT

Myriad Pro Italic
14/17 pt.
Align multiple lines with text, not quote marks.

NAME LASTNAME,
job title here

ATTRIBUTION NAME

Myriad Pro Bold Condensed
10/17 pt., all caps

ATTRIBUTION TITLE

Myriad Pro Regular
8 pt.

GLANCE LABEL
Myriad Pro Black Condensed
14 pt., all caps

NAME LASTNAME

- TCOM
- Does these duties right here and here and here and here
- Studying this topic right now

GLANCE TEXT
Myriad Pro Regular
10/11 pt.

Small I.D.: The Back Page

In some cases, the university, college and/or department will only need to be identified in a small way on the back page of a piece. Or, this small identification may be included in addition to larger identification elsewhere.

It is important to note that the University's policy is that all pieces that are to be distributed to an off-campus audience should make use of a prominent display of the *Benevolence* shield mark on the front page, excluding a few special circumstances such as alumni newsletters.

However, when small identification is appropriate, it should be displayed as such:

Department of Journalism
College of Communication, Information, and Media
Ball State University
Muncie, Indiana 47306
765-285-8200
www.bsu.edu/journalism

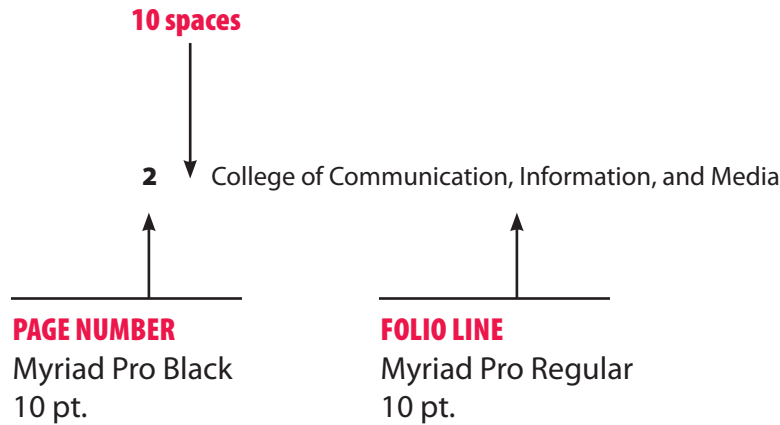


SMALL IDENTIFICATION

Myriad Pro Regular
12/14 pt.

If any of the above lines are unnecessary, simply delete them. If there are additional lines to be added, do so in whatever order you see fit.

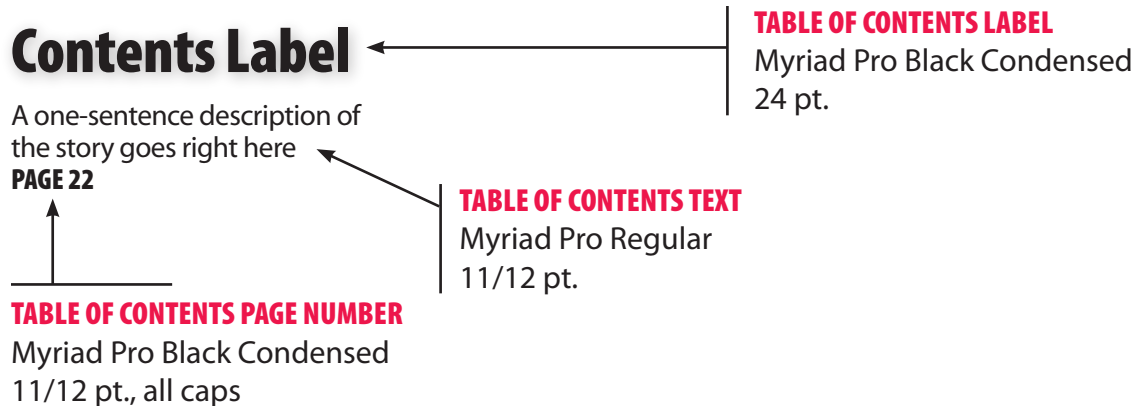
Page Furniture



Folios may be combined with rule lines or background screens for design reasons. Also, folios may appear at the top or bottom of a page.


2 College of Communication, Information, and Media

2 College of Communication, Information, and Media




Brochures

College of Communication, Information, and Media



Student Social Learning Program

*Presenting a savvy hire in a tough market.
Encouraging leadership skills for the long term.
Giving students a competitive edge.*




COMMUNICATION WEAVES WORLDS

Communication Liberal Arts and Sciences

MASTER OF ARTS


Offering opportunities to explore and evaluate the way human communication shapes behavior at the personal and public levels



Communication Stud

College of Communication,
Information, and Media

BALL STATE UNI



CENTER FOR INFORMATION AND COMMUNICATION SCIENCES

College of Communication,
Information, and Media

BALL STATE UNI

College of Communication,
Information, and Media

Department of Journalism

GRADUATE PROGRAMS

The Department of Journalism at Ball State University offers Master of Arts degrees in:


- ◆ Journalism
- ◆ Public Relations
- ◆ Public Relations Sport Communications
- ◆ Joint degree in Journalism/Public Relations and the Center for Information and Communication Sciences

The department welcomes students with or without professional media experience or undergraduate degrees in journalism or public relations. In some cases, it may be necessary to enroll in undergraduate courses for professional development purposes. Our graduates are prepared for professional careers in communication fields and advanced studies at the doctoral level.



Brochures may be sized and designed differently, depending on their purpose. All brochures share a basic typographic palette. But each department uses its own assigned display typeface for type that identifies the main focus of an individual brochure.

Fliers



Center for Information and Communication Sciences

Applying for ICS Graduate Study

Being accepted into the ICS graduate program is a two-step process. First, you must be accepted into the Ball State University Graduate School and then you must be accepted into the ICS program. The steps for both of these processes appear below.

APPLYING TO THE BSU GRADUATE SCHOOL
To apply to the Graduate School, you should pick up a copy of the BSU Graduate School Application and a copy of the brochure outlining admission criteria. These are available from CICS or from the Graduate School. Turn your completed application and application fee in to the Graduate Office (located on Riverside). You should make arrangements to have an official transcript sent from each school (except BSU) where you have taken college-level course work. (Note, the Graduate School will photocopy your application and send it to CICS. The Graduate School will notify you in writing when you have been accepted. A copy of that letter will be sent to CICS and that will inform us of your admission status.)

APPLYING TO THE ICS PROGRAM
If you would like to discuss the ICS program, you should make an appointment with the Associate Director (285-1889) and/or stop by the Center to pick up a packet of information. For admission purposes, you must complete a 1-2 page statement of goals and submit it to the Center, located at the Ball Communications Building.


You will need to request a second copy of your transcripts (from non-BSU institutions) be sent directly to the Center.

EXPECTED TIMETABLE FOR ADMISSION
While specific schedules may vary by time of year, the Graduate School can normally process your application within 10 days to 2 weeks of the time all information has been received. To find out the status of your admission to the Graduate School, you can call Judy Evans at 285-1285. The Center normally acts on students admitted into the Graduate School on a month-by-month basis once all admission materials have been received. To inquire about Center admission status, you should call Barbara Chauvin in the Center at 285-1889.

NOTE
Previous schools may vary in how long it takes them to mail a transcript. You should call the Registrar's Office at your previous school to find out their policy on ordering and payment of transcripts. Use the address written in the left-hand margin of this page when telling a previous school where to mail the transcript.

THE GRADUATE SCHOOL
ATTN: Judy Evans
Ball State University
Muncie, IN 47306-9986

DIRECTOR, CICS
Ball State University
Muncie, IN
47306-9986



BALL STATE UNIVERSITY
College of Communication, Information, and Media

Department of Journalism

Secondary Education

"A teacher affects eternity, he can never tell where his influence stops."
— Henry Brooks Adams, Historian

The secondary education sequence prepares journalism education majors in instructional and publications advisement roles.

The secondary education sequence includes courses designed to prepare prospective teachers in diverse areas of journalism.

OVERVIEW
In addition to basic instructional areas, teachers must be prepared to teach, an emphasis is placed on developing advising skills for newspapers and yearbooks as well as curricular planning and classroom management. Ball State has a long history of preparing journalism education majors and is a respected leader nationally.

THE JOB MARKET
Journalism majors are strongly encouraged to have a teaching minor. English is one of the recommended minors, but other combinations are possible. It is expected that most teachers will be prepared to teach at least one other subject since few schools have full-time journalism teachers.

At the moment, the job market for both high school and middle school journalism teachers is strong in Indiana. Students who wish to teach in other states should meet with the teacher certification officer to find out the requirements for that state. In addition to teaching positions, students may seek positions in educational marketing particularly in the area of yearbook or printing houses. Students experience a wide range of activities and encounter a variety of different academic areas through the teacher education curriculum. This varied experience prepares students to enter many different areas of the journalism profession.

SUGGESTED MINORS
Students are encouraged to take as many courses as possible in graphic design, printing technology and photojournalism. All of these areas are related to the daily operation of a student publication. Public relations courses are recommended for students who are considering working at a school public relations program. Secondary education majors are also required to complete 38-42 hours of education courses, including the student teaching experience for certification. Teacher education courses and selective retention standards for the sequence are listed in the catalog.

EXTRACURRICULAR ACTIVITIES
Involvement in the campus newspaper, (the Daily News), campus magazine (Expo) and Web product (Ball Beatings) is encouraged so students will have practical experience in those areas.


CONTACTS
Teaching programs require additional courses in educational methods. See the Department of Secondary, Higher, and Foundations of Education and Teachers College for the descriptions of these courses for the teacher education program.

For information about the Department of Journalism, call: 765-285-8200

Or write:
Chairperson
Department of Journalism
Ball State University
Muncie, IN 47306

Or email:
bsujourn@bsu.edu

BSU Journalism Web site:
www.bsu.edu/journalism



BALL STATE UNIVERSITY
College of Communication, Information, and Media

Communication Studies

GRADUATE ASSISTANTSHIPS

SEND APPLICATION MATERIALS TO:
Director of Graduate Studies
Department of Communication Studies
Ball State University
Muncie, IN 47306


For more information, call: 765-285-1882.

APPLICATIONS
Applications to the Graduate School, as well as catalogs, may be acquired by writing directly to:

Graduate School
Ball State University
Muncie, IN 47306

For more information, about graduate school call: 765-285-1297.

DEADLINE
For full consideration, completed applications should arrive no later than April 1.



BALL STATE UNIVERSITY
College of Communication, Information, and Media

We live in the communication age. The ability to communicate well makes information valuable. Tomorrow's leaders will be those who can effectively communicate. Communication is necessary for peace and for the development and maintenance of healthy relationships.

DUTIES
A full assistantship requires twenty hours of service each week. All graduate assistants should expect to supervise discussion sections of the basic public speaking course. Additional assignments may include assisting with our active programs in debate and individual events or helping faculty members with continuing research.

QUALIFICATIONS
• Admission to the Graduate School and department.
• Undergraduate GPA of 2.75 (on a 4.0 scale)

STIPENDS
Graduate assistants normally receive a stipend and twelve-month waivers of tuition (incidental fees are not waived).

PROGRAM
Assistants working toward our one-year M.A. degree normally carry twelve semester hours (four courses) each semester, selected from departmental offerings and approved courses in other departments. Students may elect a thesis or a non-thesis option.

STARTING DATE
August

CONCENTRATIONS
Students may specialize in either: Organizational and Professional Communication Development (OPCD) OPCD will prepare students for careers as organizational communication consultants, trainers, and developmental specialists. Communication Liberal Arts and Sciences (CLAS) CLAS will prepare students for further study in a Ph.D. program, immediate entry into higher education teaching, or a professional communication career.

TO APPLY
To apply for an assistantship, you will need to submit the following materials:
• a letter of application
• a one-to-two page excerpt from your professional or academic writing
• three letters of recommendation
• a copy of your acceptance to Ball State University Graduate School
• an official copy of all undergraduate transcripts

Informational fliers and other similar promotional pieces are the only types of pieces that should be designed with a similar structure. These types of materials should exhibit the strongest visual relationship in order to send the message to prospective students that these programs are housed in the same college on campus. All fliers share a basic typographic palette. But each department uses its own assigned display typeface for display type that describes the specific program—i.e., “journalism graphics” or “ICS graduate programs”—being promoted.

Folders

Combine your potential...



Master
of Science
in Information
& Communication
Sciences

*This is the
secondary display
type that could ac-
company any piece
and say something
more about the
program.*




BALL STATE
UNIVERSITY.


...with our results

College of Communication, Information, and Media

Department of
Journalism
College of Communication, Information, and Media



Design your future.
Write your own ticket.
Picture your success.



BALL STATE
UNIVERSITY.

Folders share a basic typographic palette. But each department uses its own assigned display typeface for headlines, slogans or titles that are unique to that department.

Annual Reports



PROFESSIONALS-IN-RESIDENCE

DENNIS RYERSON
The Indianapolis Star
With more than 30 years experience working at newspapers, on Feb. 15, Ryerson spoke about the importance of writing for the reader.

DEAN WRIGHT
MSNBC.com
On Feb. 17, Wright told students that newspapers, television and magazines won't amount to much in the future if they try to compete with the Internet. He suggested those media should embrace the Web.

SUNSHINE WEEK PANEL
As part of a nationwide effort to illuminate citizens' rights to know about their government, a discussion was held on March 15 to inform students about access to public information.

AMOS BROWN
Radio One/Indianapolis
Brown spoke on March 16 about the importance of minority-oriented media and how it serves a key population segment.

WILL SUTTON
The (Raleigh, N.C.) News & Observer
Deputy managing editor Sutton stressed the importance of diversity in the newsroom in his PIR on March 29.

AMY DOCKSER MARCUS
The Wall Street Journal
The 2005 Eugene S. Pulliam National Writing Award went to Marcus for her dramatic story, "Sickness and Health."

Sports journalists discuss changes in their field

The internet has proven to be a valuable tool for sports journalists and helped expand the industry, but it does have some drawbacks, a panel of well-known professionals in sports journalism said.

"It's a tool that reporters, like fans, have had to learn how best to use," said Mike Lopresti, a 1975 graduate of Ball State and a sports columnist for Gannett News Service for more than 220 years. "As I think back, some of the dangers weren't there, but some of the advantages weren't either."

The evening panel in the Art and Journalism Building, which discussed the future of sports journalism, included Lopresti; Vince Doria, ESPN vice president; Beth Harris, 1987 Ball State graduate and Los Angeles-based Associated Press reporter; and Jeremy Schaap ESPN anchor and correspondent.

An afternoon panel included Doria, Schaap, Indianapolis Star sports columnist Bob Kravitz and Sports Illustrated's Don Yaeger, a 1984 graduate of Ball State.

Annual reports are similar to newsletters in that they share a basic typographic palette. But each department uses its own assigned display typeface for main headlines. The design structure of annual reports should be different among departments and between individual issues.

PAGE EXAMPLES

CDs/DVDs

CDs and DVDs may be designed differently, depending on their purpose. All CDs and DVDs share a basic typographic palette. But each department uses its own assigned display typeface for type that identifies the main focus of an individual CD or DVD.



Posters

College of Communication, Information, and Media

Department of **Journalism**

How much do you know about the **First Amendment?**

Ken Dautrich was one of the principal investigators for a study focusing on First Amendment knowledge and attitudes of high school students, teachers and administrators.



PRESENTER
Ken Dautrich
Center for Research Analysis University of Connecticut

Conversation First Amendment and a Free Campus Press

Jan. 18, 2006
7:30 p.m. AJ 175

Dautrich founded the Center for Survey Research and Analysis in 1997 with the mission to advance the role of public opinion in both policy-making and social science scholarship. Dautrich is currently the Director of the Institute of Public Affairs and an Associate Professor of Political Science. He holds a Ph.D. in political science from Rutgers University.

FUTURE OF THE FIRST AMENDMENT



Posters may be sized and designed differently, depending on their purpose. All posters share a basic typographic palette. But each department uses its own assigned display typeface for type that identifies the main focus of an individual poster.

DEPARTMENT OF TELECOMMUNICATIONS


FRESHMEN ONLY
TALENT WORKSHOP

For students who want to work on-camera

TUESDAY, APRIL 4
6 TO 8 P.M., BC200

Please come groomed and dressed appropriately.
Sponsored by the Dynamite Freshmen Fund

ONLY FOR FRESHMEN WHO DID NOT TAKE PART IN LAST FALL'S WORKSHOP. SIGN UP NOW IN BC201.



College of Communication, Information, and Media

Content

The screenshot shows a web browser window displaying the Department of Journalism website. The browser's address bar shows the URL <http://journalism.bsu.edu>. The page has a red header with the text "BALL STATE UNIVERSITY" and a navigation menu with links for "Calendar", "Site Map", and "Contact". Below the header is a search bar and a "GOOGLE SEARCH" button. The main content area is divided into three columns. The left column contains a "GOOGLE SEARCH" box and a list of "ACADEMIC PROGRAMS" and "STUDENT MEDIA AND ORGANIZATIONS". The middle column features a large banner for the "Department of Journalism" with the subtitle "College of Communication, Information, and Media". Below the banner is a photo of two students, David Los and Jeff Cunningham, in a classroom setting. The right column contains a "NEWS ARCHIVE" section with several news items, including "07th Annual Center G. Schiano Academic Awards" and "Photographer in the Ball State of Massachusetts".

All units will structure their Web sites like the one seen above. The following rules will apply to how content should be displayed:

- 1) All unit flags except for the college flag will span the width of the middle column. The college flag (seen on the next page) will span the width of both the middle and right-hand columns.
- 2) Content in the middle column should be news content that is regularly updated.
- 3) The photo presentation that is seen directly under the unit banner should be a flash slide show containing 10-15 images that are regularly updated.
- 4) Content found in the right-hand column is left to the unit head's discretion and should make use of a grey screen behind.

Banners & Headers

The screenshot shows the Ball State University website for the College of Communication, Information, and Media (CCIM). The browser window is Safari, displaying the URL <http://bsu.edu/cim/>. The page features a red navigation bar with the university name and a search bar. The main content area includes a large black banner with white text for the college name, a photo of students in a classroom, and several news and departmental links. Red arrows and labels identify key design elements: 'UNIT TOPPER' points to the main header banner, 'HEADERS' points to the 'DEPARTMENTS' and 'COMMUNICATION' section headers, and another arrow points to the 'NEWS' section header.

Web sites are different from printed pieces in that there are specific typographic styles that are dictated by the content management system put in place by the university. Thus, there are very few visual elements that we as a college and individual departments have control of. Although we do not control the type design and style for the main top and left-hand navigational structure, static text and text links, we do control the look and feel of our own unit toppers, headers and page structure (all labeled above). And, of course, we choose what kinds of content are displayed on our sites.

Banners & Headers

College of Communication, Information, and Media

Department of
Journalism
College of Communication, Information, and Media

Unit flags should be styled as seen here. The college differentiates itself to create a hierarchy.

Center
for Information
and Communication
Sciences
CICS
College of Communication, Information, and Media

RECENT

NEWS ARCHIVE

Two levels of headers exist. The larger header is used only for headers that appear in the middle column. The smaller header is used for headers that appear in the left and right columns.

Department of
**Communication
Studies**
College of Communication, Information, and Media

Units should request that these headers be made by Jennifer George-Palilonis. They will then be provided to University Communications to be uploaded into the content management system.

Department of
Telecommunications
College of Communication, Information, and Media

Special programs

It is understood that departmental units may be home to special programs and projects that may need more latitude when it comes to design style. J-Ideas and Journalism Workshops, for example, cater to a very specific audience with very specific content, and they frequently develop unique design styles on a yearly basis for programs that they host. Likewise, is a news source, and too much identification with the college or university may send the wrong editorial message.

However, it is recommended that these types of special programs adhere to the styles outlined in this guide whenever possible. For example, when making use of a sans serif typeface that is not necessarily specific to any unique logo or program style, it is recommended that these organizations make use of Myriad.

Likewise, it is important that unless it is not appropriate, the university and college identification styles be strictly adhered to by these programs. Please refer to those pages in the style guide that deal with these topics for reference.

Credits

This style guide was developed in the spring of 2006 by Jennifer George-Palilonis, journalism graphics sequence coordinator.

Several rounds of prototypes and a number of type combinations were reviewed by Dean Roger Lavery, department chairs Nancy Carlson, Glen Stamp, Rayford Steele, and Marilyn Weaver and a special interest group formed to advise the dean on college style concerns. This committee consisted of Ken Heinen (Journalism), Lori Demo (Journalism), John Dailey (Telecommunications), Peggy Byers Fisher (Communication Studies), James Needham (Telecommunications) and Barry Umansky (Telecommunications).

This version of the style guide was submitted on July 1, 2006.