

# SAVANNAH COLLEGE OF ART AND DESIGN WINS BIG WITH QUARK

## Student Journalism Succeeds with QuarkXPress in the Classroom and Beyond

Savannah College of Art and Design, one of the nation's leading design schools, focuses on helping talented students work independently and prepare for successful careers. The school's paper, *District*, is an editorially independent weekly newspaper published entirely by students and sponsored by the school's Student Media program. *District* has a strong reputation for outstanding design, page layout, and editorial features, landing among the top school newspapers in the country. In this year alone, *District* has won over 40 awards, thanks to the hard work of talented design students, and the design features in QuarkXPress® software. In 2007, Savannah College of Art and Design also upgraded to QuarkXPress 7.



**D**istrict was established in 1995 and began as a 4-page insert. Over the past 12 years, the paper has expanded, developing into one of the most prestigious student-maintained school newspapers in the country. Students are able to participate in many roles of the publication process, including reporters, editors, designers, photographers, illustrators and sequential artists.

As a member of the Associated Collegiate Press, the Columbia Scholastic Press Association, and the Georgia College Press Association, *District* has become a nationally renowned publication, winning numerous awards throughout its history. Most notably, the paper won the Associated Collegiate Press National Newspaper Pacemaker award during the 2003-2004 academic year.

"This is the Pulitzer Prize of student journalism," says Jessica Clary, assistant director of the Student Media Center. "It's a big deal for us because, as a design school, we are expected to do well in design competitions, but the Pacemaker is an overall competition, so our writing and photography were judged along side our design. In the end, we still came out on top."

When competing against school papers like the *Daily Northwestern* and the *Harvard Crimson*, each of which has a long publishing history, Savannah College of Art and Design is able to hold its own thanks in large part to the work of dedicated students. QuarkXPress has also played an important role in helping these



students develop their skills and work at their own pace. “Quark has really allowed our paper to grow as our students do. Our programs in the Student Media Center are 100 percent student-driven, so they grow at their own pace,” says Clary. “QuarkXPress is a great program because it has been able to accommodate the students’ work throughout the history of the paper,” notes Clary.

QuarkXPress software has always played a role in the design and creation of *District* because Savannah College of Art and Design has a curriculum that emphasizes knowledge of Quark’s software. Students are able to integrate features they learn in the classroom and apply that learning to their work on the paper.

Savannah College of Art and Design really focuses on preparing their students for successful careers after graduation. One of the main reasons the college has continued to teach QuarkXPress stems from the fact that students have more job opportunities and are better prepared for interviews when they have experience working with QuarkXPress.

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“If you go to a site like Monster.com and search job listings, there are more listings that specify QuarkXPress skills than InDesign® skills,” says Clary. In addition, the school’s Communications Department, which is just upstairs from the Student Media Center, employs professional designers who use QuarkXPress. Clary notes that the relationship with the Communications Department really allows for built-in tech where students can learn from experienced professionals and grow as designers.

Savannah College of Art and Design has seen amazing successes while using QuarkXPress. The school recently upgraded to QuarkXPress 7, and after publishing 19 issues of *District* with QuarkXPress 7, students are looking forward to accepting the awards that just keep coming in.

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