Outline of Instruction

Division: Humanities      Area: Journalism
Course Number: 262      Course Name: Journalism Workshop III
Prerequisites: Journalism 261
Corequisite: NONE
Hours Required: Class: 45    Lab: 0    Credits: 3

Course Description/Purpose

This course is a continuation of Journalism 261.

Major Units

• How to supervise and manage others
• Specialty types of writing (i.e., profiles, editorials, etc.)
• The conventions of layout and design
• Completing story and pictorial assignments for production
• Copy editing

Educational/Course Outcomes

Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

Cognitive

Each student will be expected to Identify/Recognize. . .

• the principles of editorial decision making.
• terms germane to journalism production (i.e., lead, byline, caption, poll-quote, proof).
• structure of a profile, editorial, column, and review.
• ethical/legal concerns (i.e., libel, privacy, and obscenity issues).
• principles of quality layout and design.
• the variety of tools available in desktop publishing programs to design an effective layout.
Performance

Each student will be expected to Demonstrate/Practice . . .

• the ability to assign stories and photos to 162 students.
• the ability to determine the content of an issue.
• the ability to layout and design a page in a newspaper.
• the ability to write profile, editorial, column, and review.
• the ability to complete assignments by deadline.
• the ability to distribute and promote a college newspaper.
• the ability to work with the public in terms of distribution, promotion, advertising, and obtaining stories and photos.
• the ability to critique newspapers in terms of fairness, accuracy, brevity, clarity, content, layout, and design.
• a working knowledge of various desktop publishing programs (PageMaker, PhotoShop, etc.)
• the ability to determine a publishing schedule.
• the ability to coordinate the production of a photo essay.
• the ability to use the Associated Press Stylebook and Libel Manual
• the ability to research stories Online.

Attitudinal

Each student will be expected to Believe/Feel/Think . . .

• that editors have a responsibility to the community they serve to provide unbiased, accurate, and fair information.
• that newspaper production is a team effort.
• it is important to critique your work in order to improve.
• that media related careers require excitement, enthusiasm, energy, and motivation.
• that editors have a responsibility to the senior editors and publisher.

MB/pf—6/04