

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: JOUR 205 ADVANCED NEWSPAPER PRODUCTION

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: (Appropriate language and computational skills)

ENTRANCE REQUIREMENTS

PREREQUISITE: JOUR 105

COREQUISITE: JOUR 110L

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Advanced work in the production of *The Telescope*. Emphasis is on writing, photography, page layout and graphic design.

SPECIFIC COURSE OBJECTIVES:

The successful student will:

1. Demonstrate a thorough knowledge of the necessary skills to prepare and publish a weekly college newspaper.
2. Apply advanced newspaper production techniques to the task of producing a quality newspaper.
3. Be able to identify, explain and analyze major legal and ethical issues that confront journalists.
4. Formulate, assess and apply solutions to real world problems that arise as they produce the college newspaper, The Telescope.
5. Demonstrate personal characteristics (i.e., self-confidence, "nose for news," news judgment, the ability to work well as part of a team) necessary for media work.
6. Identify mass media career opportunities and explain how to prepare and apply for such positions.
7. Demonstrate fairness in presenting the news and commenting editorially.
8. Identify and evaluate effective design principles for the print media and produce graphic content for The Telescope.
9. Demonstrate an advanced level of understanding of journalistic theory and standards.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Gathering, Writing and Displaying of News Values
 - A. Understanding news

1. Nature of news
2. Measuring news importance
- B. Gathering News
 1. Types of stories
 2. Sources of news
- C. Writing News
 1. Newspaper English
 2. Inverted pyramid
- D. Understanding ethics and libel
 1. Libel pitfalls
 2. Invasion of privacy

II. Writing News Leads

- A. Simple and complex news leads
 1. Using the five W's and one H
 2. Emphasizing outstanding features
- B. Polishing the lead
 1. Emphasizing news values
 2. Complete reporting
- C. Introducing novelty leads

III. The Body of the News Story

- A. Methods to avoid slanting the news
- B. Necessity to provide broad range of news
- C. Writing general types of stories
 1. Meetings and special events
 2. Covering speeches and interviews
- D. Writing simple story types
 1. Understanding the obituary story
 2. Covering accidents and crime
- E. Writing complex stories
 1. Understanding campus political stories
 2. Examining the role of the educational process
- F. Investigative News

IV. Editing News

- A. Correcting copy
 1. Understanding the copyeditor's duties
 2. Knowing the copy editing symbols
- B. Correcting proof
 1. Understanding the proofreader's duties
 2. Knowing the proofreading symbols
- C. Writing Headlines
 1. Selecting the type size of a headline
 2. Grasping the principles of headline writing.

V. Career Opportunities

- A. Changing technology
- B. Print media options
- C. Public relation options
- D. Broadcast media options

- VI. Newspaper Advertising
 - A. Identifying your markets
 - B. Sales techniques
 - C. The rate card
 - D. Column inches
 - E. Writing ad copy
 - F. Ad design

- VII. Newspaper Distribution

- VIII. Newspaper Marketing

- IX. Page Layout and Design
 - A. The Visual revolution
 - B. Electronic page layout
 - C. Cartoons, editorial and others

- X. Selection and Placement of Photos
 - A. Composition
 - B. Relationship of photo size and shape to text and proposed layout
 - C. Cropping for maximum visual effect

- XI. Typography
 - A. Type Attack: creative use of type
 - B. Type faces and families: appropriate choices
 - C. Unit count
 - D. Point system

- XII. Fitting Copy
 - A. Manuscript word count
 - B. Pica measurements
 - C. Column inch calculations
 - D. Agate line calculations (for advertising)
 - E. Photo and illustration reducing

- XIII. Computer Applications for Journalism
 - A. Word processing
 - B. Desktop publishing
 - C. Computer-generated graphics
 - D. Laser-writer printing
 - E. Computer-assisted reporting

REQUIRED READING:

Goldstein, Norm. The Associated Press Stylebook. New York: Perseus Publishing, 2002.

Harrower, Tim. The Newspaper Designer's Handbook. 5th Ed. New York: McGraw-Hill, 2002

SUGGESTED READING:

Buck, Ryan. The Editor's Toolbox. Ames: Iowa State Press, 2001.

Lieb, Thom. Editing for Clear Communication. New York: McGraw-Hill, 2002

Parrish, Fred. Photojournalism: an Introduction. Belmont: Wadsworth Thomson Learning, 2002

Schwartz, Jerry. Reporting Handbook. New York: McGraw-Hill, 2002.

Smith, Ron. Groping for Ethics in Journalism. 4th Ed. Ames: Iowa State Press, 1999.

Local San Diego and North County newspaper publications, including the San Diego Union Tribune, the L.A. Times and the North County Times.

REQUIRED WRITING:

1. Minimum of 6 articles (may be any combination of news, sports, entertainment, opinion or feature) for The Telescope, each 2-3 typewritten pages.
2. Minimum of 5 newsbriefs (3-4 paragraphs)
3. **SKILLS DEMONSTRATION:**
 - a. 4 copyediting exercises
 - b. 4 page layouts for The Telescope
 - c. 3 advertising designs for The Telescope
 - d. 3 computer generated graphics for The Telescope
 - e. Cartoonists must produce 15 cartoons per semester
 - f. Photographers must shoot two photos suitable for printing for each issue of The Telescope each semester (or 22 photos)
 - g. Graphic artists must produce 8 informational graphics per semester.

After the first issue, at midterm and at the end of the semester students turn in a "stringbook," (a compilation of all their published work) to be evaluated.

OUTSIDE ASSIGNMENTS:

Students will spend a minimum of three hours of work per week completing course assignments for each unit of credit, including reading text and completing writing, layout, drawing, photo and advertising design assignments.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- X lecture
 laboratory
 lecture-laboratory combination
 directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes _____ No X

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Writing, layout, photography, cartooning and graphic design assignments	50%
Tests and quizzes	25%
Stringbooks and participation	25%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No X Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

58161 (c) (2) (A and B)

CONTACT PERSON: Wendy Nelson ext. 2451

SIGNATURES ON FILE
