

Syllabus

JOU 320 (Tuesdays and Thursdays 8 a.m. - 9:40 a.m.)

Editing and Design

Spring 2020

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Office hours: 10:30 a.m. - 12:10 p.m. Mondays and Wednesdays or,
preferably, [by appointment](#)

DESCRIPTION

Precision in word usage and style and an aesthetic sense of design are valuable in publications. Students practice crafting content, editing copy, writing headlines, using photos and graphics, writing captions and designing pages. Prerequisite: COM 220.

GOAL

Develop awareness of the vital function of the editor in the newsroom, sharpen language usage, acquire layout and design skills, and examine larger issues of news judgment, ethics and legal concerns.

LEARNING OBJECTIVES

By the end of this course, students will be able to

- demonstrate a mastery of grammar, spelling, punctuation and Associated Press style.
- apply standards of truth, accuracy and fairness and make news copy clear, correct and concise under deadline constraints.
- employ the tools of technology (hardware and software) applicable to editing and design.

- write headlines, captions and copy that are accurate and convey the essence of a story.
- use theories in producing media content and established design principles for presenting images and information.

REQUIRED TEXTS

The 2020 Associated Press Stylebook and Libel Manual. (The stylebook is also available as an [online subscription](#).) Bring this to class. If your stylebook is a year or two old, that should be fine.

[The Merriam-Webster dictionary](#), though not the official dictionary of the Associated Press, is free online and generally provides largely accepted etymologies and spellings.

While not required, [Creative Editing, 6th Edition, by Dorothy Bowles and Diane Borden](#), is a fantastic book that can help you with finer points of grammar and style. Similarly, [The Newspaper Designer's Handbook, 7th edition, by Tim Harrower and Julie Elman](#), is perhaps the strongest print design guide today.

ACCESSORIES

This class meets in a computer lab, but you may wish to bring a thumb drive to save any files you create.

This class makes heavy use of Adobe InDesign and Adobe Photoshop for design purposes. Both programs are available in all campus computer labs.

REQUIRED READING

Keep well informed through exposure to a variety of news sources such as:

- [Elon News Network](#) and the [Times-News](#)
- A selection of major newspapers (As an Elon student, you have free

digital access to the New York Times. To obtain an Academic Pass, register at [NYTimes.com/Passes](https://nytimes.com/passes). It's a simple registration process tied to your elon.edu address.)

- National Public Radio's Morning Edition and All Things Considered
- Nationally televised news broadcasts

QUIZZES

There will be a quiz every day during the first five minutes of class.

Tuesdays will be grammar and style quizzes (open book) and Thursdays will be news quizzes (closed book). It's strongly suggested that you bring your AP Stylebook on Tuesdays. Quizzes must be taken in class and cannot be made up; they are worth only five points apiece, so missing one or two is unlikely to dramatically affect your grade.

BUDGET MEETINGS

Each Tuesday, time permitting, we will have a budget meeting to talk about news from local, national and international sources. This will help guide your judgment about news values (and likely help your scores on news quizzes). I will facilitate the conversation, but it's up to you to have fodder to talk about. Please ensure to include your sources with any news items you share during budget meetings.

FEEDBACK AND PARTICIPATION

Because of the highly qualitative nature of design work, we will regularly be sharing your work with the entire class for a group critique. These workshops are designed to provide instructive and positive feedback about the creative process. Learning how to keep an open mind and how to offer (and solicit) constructive criticism is a must in this profession.

DEADLINES

Deadlines are clearly labeled on each assignment page in Moodle. Late

assignments immediately lose 10 percent and will continue to lose an additional 10 percent each additional day they are late.

GRADING

Assignments will be evaluated on factors that include quality of the completeness, structure and organization, style, accuracy, spelling, grammar and aesthetics.

Quizzes (105 points)

- Grammar and style quizzes (5 points x 10): 50 points
- News quizzes (5 points x 11): 55 points

Projects (100 points)

- Speech story: 10 points
- Resume design: 30 points
- Spread design project: 30 points
- Page redesign project: 30 points

Exams (200 points)

- Midterm exam: 100 points
- Final exam: 100 points

To determine your final grade, the following grading scale is used:

A: 93.0 percent

A-: 90.0 percent

B+: 87.0 percent

B: 83.0 percent

B-: 80.0 percent

C+: 77.0 percent

C: 73.0 percent

C-: 70.0 percent

D+: 67.0 percent

D: 63.0 percent

D-: 60.0 percent

F: below 60 percent

REQUIRED STATEMENTS

The following statements are required for inclusion — either by the university, school or department — on all course syllabuses.

Attendance Policy

Students in the Department of Communications are expected to attend all classes. Just as professionals go to work each day, we expect students in a professional school to come to class on time and be prepared to work.

A student who misses more than 20 percent of scheduled classes in a term (more than eight absences for classes meeting three times a week) automatically receives an F because the student has missed too much content and participation to pass a course in a professional school.

Teachers will lower the final grade in a class for each absence beyond the equivalent of one week of class (three absences for classes meeting three times a week).

Exceptions exist for individual class absences for observance of a recognized religious holiday and for absences for participating in sanctioned university activities. Students participating in such events must follow policy as stated in the student handbook.

Honor Code

Elon's honor pledge calls for a commitment to Elon's shared values of Honesty, Integrity, Responsibility, and Respect. To be clear about what

constitutes violations of these values; students should be familiar with code of conduct policies described in the student handbook.

Students with questions about the specific interpretation of these values and violations as they relate to this course should contact this instructor immediately. Violations in academic-related areas will be documented in an incident report which will be maintained in the Office of Student Conduct, and may result in a lowering of the course grade and/or failure of the course with an Honor Code F.

Violations specifically covered by academic honor code policies include: plagiarism, cheating, lying, stealing, and the facilitation of another's dishonesty. Multiple violations may result in a student's suspension from the university.

Academic Honesty

The School of Communications takes plagiarism seriously, just as businesses and other media organizations and scholars do.

All forms of dishonesty mentioned above may result in an F in a course and expulsion from the university. Although all of these are clear violations of the university Honor Code, plagiarism is a special concern for communications professionals and scholars.

What is plagiarism? It is using someone else's work such as passages, photographs, music, video, graphics and other images, and claiming it as your own. It can be copying work that has appeared in a journal, a magazine, a newspaper or online – anywhere, really – and presenting it as your own. Cutting and pasting passages from the web into your work, for example, is plagiarism unless you credit the source of the material or images. Take this as your guiding principle: If you quote someone else's words or appropriate their image, attribute the source.

In brief, you may not adopt or reproduce the ideas, words or statements of another person without acknowledgment or attribution. In many cases, such work is copyrighted. Acknowledgment is required when borrowing facts, statistics, images or illustrative material, unless that information is common knowledge or in the public domain. (Example: China is the most populous nation on Earth. Or: Jupiter is the largest planet in our solar system.)

If you quote someone else's words or use information or material acquired or created by someone else, then you must attribute the source. Definitions and examples of Elon Honor Code violations above may be found [online](#).

Disabilities Resources

If you are a student with a documented disability who will require accommodations in this course, [please register with Disabilities Resources](#). You may reach out to Disabilities Resources for assistance in developing a plan to address your academic needs.

Disability Resources is located in the Koenigsberger Learning Center (Belk Library 226; 336-278-6568). For more information about Disabilities Resources, please [visit its website](#).

Students who have submitted documentation requiring extended time on quizzes must schedule to take each quiz either on the same day or the day prior to the in-class quiz. You can [schedule a time with me using my online calendar](#).

It is possible that a student in this class will require a note taker. I need someone to volunteer to perform this very important service in the event of a request. Please let me if you are interested/willing to be a note taker if the need arises.

Responsibilities of a note taker include:

- Attending class regularly.

- Having legible handwriting or re-writing/typing notes in an electronic format.
- Dropping by Koenigsberger Learning Center (2nd floor Belk Library, Office 226) on a regular basis or by uploading the notes to Disabilities Resources via the Accommodate data management system.

If you are willing to help by being a notetaker, please let me know. If I receive a request, I will let you know and provide your name to Disabilities Resources. Disabilities Resources will follow up with you to provide all the necessary details.

Religious Holidays Policies

In supporting religious diversity, Elon has a policy and procedures for students who wish to observe religious holidays that are in conflict with the academic calendar, allowing students an excused absence. Students who wish to observe a holiday during the semester must complete the online [Religious Observance Notification Form](#) (RONF).

This policy does not apply during the final examination period. Students are required to make prior arrangements with the instructor for completion of any work missed during the absence. Once the completed RONF is received, the Truitt Center will send an e-mail to the instructor and the student that a RONF has been submitted. Students may contact the Truitt Center staff with any questions (336-278-7729).

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Tuesday, Feb. 4

Introduction to grammar and style.

Thursday, Feb. 6

InDesign basics.



[LinkedIn Learning InDesign Quick Start](#)



[Tutorial Content](#)

Tuesday, Feb. 11

Parts of speech, sentence structure.



[Grammar & Style Quiz 2/11](#)

Thursday, Feb. 13

Photoshop basics.



[News Quiz 2/13](#)



[LinkedIn Learning Photoshop Basics](#)

Tuesday, Feb. 18

Agreement, subjunctive, parallel construction.



[Grammar & Style Quiz 2/18](#)

Thursday, Feb. 20

Principles of design and color theory.



[News Quiz 2/20](#)

Tuesday, Feb. 25

Punctuation.



[Grammar & Style Quiz 2/25](#)

Thursday, Feb. 27

Document design and typography.



[News Quiz 2/27](#)

Tuesday, March 3

Common AP style mistakes and sensitive language.



[Grammar & Style Quiz 3/3](#)

Thursday, March 5

Document design, continued.



[News Quiz 3/5](#)



[Resume design](#)

Tuesday, March 10

Editing midterm exam.



[Midterm exam](#)

Thursday, March 12

Ethical decision making.



[News Quiz 3/12](#)

Tuesday, March 17

No class today. Spring Break.

Thursday, March 19

No class today. Spring Break.

Tuesday, March 24

Caption writing.



[Grammar & Style Quiz 3/24](#)

Thursday, March 26

Principles of photography.



[News Quiz 3/26](#)

Tuesday, March 31

Libel and invasion of privacy law.



[Grammar & Style Quiz 3/31](#)

Thursday, April 2

Copyright and intellectual property law.

 [News Quiz 4/2](#)

Tuesday, April 7

Headline writing.

 [Grammar & Style Quiz 4/7](#)

Thursday, April 9

No quiz today. Guest speaker [Anna Louie Sussman](#) from the Pulitzer Center.

Tuesday, April 14

SEO and SERP.

 [Grammar & Style Quiz 4/14](#)

 [Speech story](#)

Thursday, April 16

Spread design.

 [News Quiz 4/16](#)

Tuesday, April 21

Coaching writers.

 [Grammar & Style Quiz 4/21](#)

Thursday, April 23

Spread design, continued.

 [News Quiz 4/23](#)

 [Spread design project](#)

Tuesday, April 28

No class today. Spring Undergraduate Research Forum.

Thursday, April 30

Page design.

 [News Quiz 4/30](#)

Tuesday, May 5

News judgment and revision.



[Grammar & Style Quiz 5/5](#)

Thursday, May 7

Page design, continued.



[News Quiz 5/7](#)



[Page redesign project](#)

Tuesday, May 12

Careers in media.

Monday, May 18

The final exam period is from 3 p.m. to 6 p.m.



[Final Exam](#)