

# Syllabus

**JOU 320 (Monday-Friday, 9 a.m. - noon)**

**Editing and Design**

**Winter 2021**

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Office hours: [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 55th Edition 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 or [for download](#) to your personal computer.

## 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

## **CLASS FORMAT**

Because of physical distancing requirements, we do not have the capacity to fit all of the section's students into our assigned classroom simultaneously. Therefore JOU320 will be taught in a "hybrid classroom," with in-person time split among two cohorts and out-of-class time devoted to self-directed activities. Check the top of the Moodle course page to see which cohort you are assigned to.

In-class instruction will be simulcasted on Zoom for students who need to attend remotely. But a word of caution: Many in-class lectures will focus on design and software training, which is difficult enough to do on a laptop, let alone when trying to share your screen with a small Zoom window. Physical presence in the computer lab during your cohort time is strongly encouraged if you feel well.

## **QUIZZES**

There are two quizzes every day. In class you will take a news quiz during the first five minutes of your cohort meeting time. Out of class you will take a grammar/style quiz; this quiz can be completed anytime before 1 p.m. each class day, but it is also a five-minute, timed quiz.

You are allowed to use your notes or other resources for these quizzes, but because of the five-minute timeframe there is unlikely to be time to look up every answer. It is strongly recommended that you study for quizzes as though notes were not allowed.

Quizzes cannot be made up for any reason. At five points apiece, missing a couple of quizzes is unlikely to have a significant impact on your final grade.

## **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.

## **ASSIGNMENTS AND GRADING**

Assignment procedures, deadlines and details for all projects, quizzes and exams can be found on the individual assignment pages in Moodle.

### *Quizzes (115 points)*

- Grammar and style quizzes (5 points x 11): 55 points
- News quizzes (5 points x 12): 60 points

### *Projects (115 points)*

- Newsletter assignment: 30 points
- Resume design: 30 points
- Photography drop box: 15 points
- Page design show-and-tell: 5 points
- Page design: 30 points
- Fake news exercise: 5 points

## *Exams (115 points)*

- Midterm exam: 50 points
- Final exam: 65 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

## **ATTENDANCE POLICY**

Because of the course's hybrid nature, students who are unwell should feel empowered to stay home and engage remotely. If you need to miss a class and are unable to attend remotely, I do appreciate a quick email — no doctor's note is necessary — simply so I know you are OK and still engaged with the course material.

Please note that missing class for illness or other reasons does not change deadlines for projects or quizzes. You are strongly encouraged to work ahead on projects to help compensate for any unforeseen circumstances.

## **REQUIRED STATEMENTS**

The following statements are required for inclusion — either by the

university, school or department —on all course syllabuses.

### *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](#).

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).

Last modified: Thursday, January 7, 2021, 9:27 AM





[Syllabus](#)



[Cohort assignments](#)



[Zoom link JOU320](#)



[Newsletter assignment](#)



[Newsletter assignment scheduler](#)

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## Wednesday, Jan. 13

Introduction to grammar and style.

### In-class activities



[The Bremner exam](#)

### Out-of-class activities



[Video: Associated Press Style](#)

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## Thursday, Jan. 14

Introduction to InDesign. Introduction to newsletters.

### In-class activities



[News quiz 1/14](#)



[InDesign tutorial content](#)

### Out-of-class activities



[Q&A with Tommy Hamzik, 4:30 p.m. Jan. 14](#)



[Grammar & style quiz 1/14](#)

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## Friday, Jan. 15

Parts of speech and sentence structures. Photoshop basics.

### In-class activities



[News quiz 1/15](#)



[Photoshop tutorial content](#)

### Out-of-class activities



[Grammar & style quiz 1/15](#)



[Video: Parts of speech and sentence structures](#)

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## Monday, Jan. 18

No class today. Martin Luther King Jr. holiday.

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## Tuesday, Jan. 19

Principles of design and color theory. Agreement, subjunctive, parallel construction.

### In-class activities



[News quiz 1/19](#)

### Out-of-class activities



[Grammar & style quiz 1/19](#)



[Video: Agreement, subjunctive, parallel construction](#)

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# Wednesday, Jan. 20

Typography and document design. Punctuation.

## In-class activities

 [News quiz 1/20](#)

## Out-of-class activities

 [Grammar & style quiz 1/20](#)

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# Thursday, Jan. 21

Using sensitive language. Libel law.

## In-class activities

 [News quiz 1/21](#)

## Out-of-class activities

 [Grammar & style quiz 1/21](#)

 [Video: Libel law](#)

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# Friday, Jan. 22

Midterm exam.

 [Midterm exam](#)

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# Monday, Jan. 25

Document design, continued. Headline writing.

## Due today



[Resume design](#)

## In-class activities



[News quiz 1/25](#)

## Out-of-class activities



[Grammar & style quiz 1/25](#)



[Reading: Headline writing](#)

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# Tuesday, Jan. 26

Principles of photography. Caption writing.

## In-class activities



[News quiz 1/26](#)

## Out-of-class activities



[Grammar & style quiz 1/26](#)



[Reading: Caption writing](#)



[Photography drop box](#)

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# Wednesday, Jan. 27

Page design.

## In-class activities



[News quiz 1/27](#)

### Out-of-class activities



[Grammar & style quiz 1/27](#)



[Page design show-and-tell](#)

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## Thursday, Jan. 28

Principles of photography, continued. Page design workday.

### In-class activities



[News quiz 1/28](#)

### Out-of-class activities



[Grammar & style quiz 1/28](#)

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## Friday, Jan. 29

Journalism ethics. Fact-checking.

### In-class activities



[News quiz 1/29](#)

### Out-of-class activities



[Grammar & style quiz 1/29](#)



[Reading: Spotting fake news](#)



[Fake news exercise](#)

# Monday. Feb. 1

Page design, continued.

## Due today



[Page design](#)

## In-class activities



[News quiz 2/1](#)

## Out-of-class activities



[Grammar & style quiz 2/1](#)

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# Tuesday, Feb. 2

Careers in media.

## In-class activities



[News quiz 2/2](#)

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# Wednesday, Feb. 3

Final exam.



[Final exam](#)