

Editing and Design 2022 Winter

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JOU 3200 (Monday-Friday, 1:30 - 4:30 p.m.)

Editing and Design

Winter 2022

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Office hours: 4:30 - 5:30 p.m., Mondays - 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 2020-2022 edition of the Associated Press Stylebook. (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. 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 is a quiz every day during the first five minutes of class time. Quizzes alternate between news quizzes and grammar/style quizzes.

You are allowed to use your notes or other online resources for grammar/style quizzes, but such resources are not allowed for news quizzes. You may not communicate with other individuals during the allotted quiz period.

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 (60 points)

- Grammar and style quizzes (5 points x 5): 25 points
- News quizzes (5 points x 7): 35 points

Projects (135 points)

- Newsletter assignment: 30 points
- Speech story: 10 points
- Resume design: 30 points
- Magazine spread design: 30 points
- Fake news exercise: 5 points
- Page design: 30 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

Please note that missing class for illness or other reasons does not change deadlines for projects. 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.

Healthy Elon 2021-2022

Information regarding expectations for the 2021-2022 academic year, including the campus and classroom operations and policies for vaccines, masks, travel, and absences and illnesses, can be found on the [Healthy Elon 2021-2022](#) website. Many frequently asked questions can also be found on the [Academics](#) (attendance, absences, etc.) and [Students](#) pages.

Disabilities Resources

Students with disabilities (physical, learning, psychological, chronic, or temporary medical conditions, etc.) who would like to request reasonable accommodations and services under the Americans with Disabilities Act must register with Disabilities Resources in the KLC/Belk Library, Suite 226. Students who are new to Disabilities Resources or who are requesting new accommodations should contact DR at (336) 278-6568 or at disabilities@elon.edu to discuss the programs and services offered. Students who are already registered with Disabilities Resources and who would like to maintain their accommodations must renew previously granted accommodations by logging into the [Accommodate site](#) and making a semester request. Students are reminded to renew previously granted accommodations at the beginning of each semester. Reasonable accommodations can be requested at any time throughout the semester; however, they are not retroactive. Students are strongly

encouraged to contact their professors to discuss the testing and academic accommodations that they anticipate needing for each class. For more information about Disabilities Resources, please visit the [DR website](#).

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

Responsibilities of a note-taker include:

- Attending class regularly
- Having legible handwriting or re-writing/typing notes in an electronic format
- Uploading the notes for Disabilities Resources via Accommodate, the data management system. There will not be in-person drop-off for notes in an effort to reduce the number of people in and out of the DR office.

If I receive a request, I will contact you and provide your name to Disabilities Resources. Disabilities Resources will follow-up with you to provide all the necessary details.

Belk Library

The librarians in Belk Library can help you find appropriate resources for your assignments. You can schedule an appointment to meet with a librarian:

<https://elon.libcal.com/appointments/> or chat with a librarian on the library website: <https://www.elon.edu/library/>.

Writing Center

Elon's Writing Center in the Center for Writing Excellence is staffed by trained peer-consultants who can help you with all of your writing projects (for any class or major and for any extracurricular, personal, or professional purposes), so take advantage of this excellent academic resource and include a visit to our Writing Center as part of your writing process.

<https://www.elon.edu/u/academics/writing-excellence/>

In one-to-one sessions of up to 45 minutes, Writing Center consultants will work with you on any kind of writing (such as research or analysis papers, PowerPoint or poster presentations, resumes, or job applications) at any stage of the writing process (such as understanding an assignment; brainstorming, drafting, revising, and editing; developing a research question or starting your research; or writing in-text citations and bibliographies/works cited).

We have two multimedia production studios so you can create and work with a consultant on your multimedia and visual texts (such as PowerPoint or Prezi presentations, videos, or websites). Visit our presentation practice room where you can easily record and critique

yourself giving a presentation and get feedback from a consultant on your accompanying visuals.

Please consult the Writing Center website for hours of operations and locations.

If you have questions, please contact The Writing Center Director, Dr. Julia Bleakney, at jbleakney@elon.edu or X5642.

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).

<https://www.elon.edu/u/truitt-center/multifaith-religious-holidays/holiday-observance-policy/>

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).

Enrollment

Students should confirm their enrollment in this course through their On-Track account. Students who do not appear on the course roll or do not show the correct course/section listed on On-Track should consult with their instructor immediately.

Students may drop a course during the designated drop/add period through On-Track. A course that is dropped during the designated drop/add period will not appear on the student's transcript or grade report.

After the designated drop/add period, students may withdraw from a course without penalty before the course withdrawal deadline published in the academic calendar. Withdrawing from a course during this period will result in a mark of "W" that will appear on the student's academic transcript. Students may withdraw online via OnTrack. Students should refer to the academic calendar for important semester dates.

Students should not assume that they will be officially withdrawn from a course based on failure to attend class or notifying a faculty member of their intent to withdraw. The student is responsible for following the official process of withdrawing from a class. Students who do not properly withdraw from a course will receive a grade of F.

Students may not withdraw from a course after the published withdrawal deadline. Any exception to this policy is the responsibility of the appropriate academic dean's office. When granted, withdrawal from a course after this time will result in a grade of “W” or “F” depending on the student's grade at the time of withdrawal.

For additional information on university course policies, students should consult the Academic Catalog.

Supporting Fellow Students in Distress

As members of the Elon community, we each share a personal responsibility to express concern for one another and to ensure that this classroom and the campus as a whole remains a healthy environment for learning. Occasionally, you may become worried or concerned about a fellow classmate's well-being. When this is the case, I would encourage you to share these concerns with me or to Elon's Student Care and Outreach program (<https://www.elon.edu/ShareYouCare>). Although you can report anonymously, it is preferred that you share your contact information so they can follow up with you personally.



Syllabus



Newsletter assignment scheduler



Newsletter assignment

Tuesday, Jan. 4

Introduction to grammar and style.



AP Style Keynote presentation



Video from Jan. 4

Wednesday, Jan. 5

Guest speaker **Eun Jeong Lee**. Introduction to newsletters. Introduction to InDesign.



News quiz 1/5



InDesign tutorial content

Thursday, Jan. 6

Parts of speech and sentence structures. Photoshop basics.



Grammar & style quiz 1/6



Photoshop tutorial content

Friday, Jan. 7

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



News quiz 1/7

Monday, Jan. 10

Punctuation. Typography and document design.



Grammar & style quiz 1/10

Tuesday, Jan. 11

Headline writing. Magazine spread design.



News quiz 1/11



Optional reading: Headline writing



Magazine tutorial content



Attend BD Wong's MLK Commemorative Address

Mark as done

Wednesday, Jan. 12

Sensitive language. Coaching writers.



Speech story



Grammar & style quiz 1/12

Thursday, Jan. 13

Document design, continued.



Resume design



News quiz 1/13

Friday, Jan. 14

Midterm exam.



Midterm exam

Monday, Jan. 17

No class today. Martin Luther King Jr. holiday.

Tuesday, Jan. 18

Magazine spread design, continued. Caption writing.



News quiz 1/18



Optional reading: Caption writing



Magazine spread design

Wednesday, Jan. 19

Fact-checking. Page design.



Grammar & style quiz 1/19



Optional reading: Spotting fake news



Thursday, Jan. 20

Fact-checking, continued. Journalism ethics.



Fake news exercise



News quiz 1/20

Friday, Jan. 21

Page design, continued. Newsletters, continued.



Grammar & style quiz 1/21



Page design

Monday, Jan. 24

Careers in media.



News quiz 1/24

Tuesday, Jan. 25

Final exam.



Final exam
