

Las Positas College
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Course Outline for MSCM 14

WRITING AND PHOTO PUBLICATION

Effective: Spring 2018

I. CATALOG DESCRIPTION:

MSCM 14 — WRITING AND PHOTO PUBLICATION — 1.00 units

Journalism, photojournalism, content development, and production for the college newspaper.

1.00 Units Lab

Grading Methods:

Letter or P/NP

Discipline:

	<u>MIN</u>
Lab Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. layout all elements of a printed page, including text, images, graphics, ads, headlines, cutlines, and captions using appropriate software.
- B. plan, develop, and design all elements for a print edition of the newspaper.
- C. contribute significantly to the design and layout of the newspaper using published photos and stories crafted to professional journalistic standards.
- D. practice professional standards or journalist writing, editing, photography, layout, and design.
- E. plan, develop, and design all elements for the online edition of the newspaper.
- F. understand, develop, and use house styles for the print and online versions of the newspaper.

V. CONTENT:

- A. Use professional standards of journalistic writing, editing, photography, layout, and design.
 1. Recognizing what is news
 2. Acquiring content using research and interviews
 3. Producing a newspaper (print and online)
 4. Distributing the newspaper (print and online)
- B. Mastering journalistic style, standards, and traditional news values for stories and images
 1. The Associated Press Style Guide
 - a. Overview
 - b. Use
 2. Ethics
 3. Accuracy
 4. The reporter and the law
- C. Understanding the elements of design and layout
 1. Elements of the page
 2. Page hierarchy and design
 3. Images for publications
 4. Headlines
- D. Participate in computerized layout and graphic design of all elements of print and online editions.
 1. Print elements: text, images, graphics, ads, headlines, cutlines, and captions using appropriate software.
 2. Online elements: text, images, graphics, ads, headlines, cutlines, captions, and multimedia using appropriate software.
- E. Introduction to computerized layout and graphic design
 1. Practice using computerized layout and graphic design
 2. Publication skills and computer applications
- F. The role of house styles for the print and online versions of the newspaper.

VI. METHODS OF INSTRUCTION:

- A. **Discussion** - Brainstorming, planning, and discussing at staff meetings
- B. **Individualized Instruction** - Individual conferences about work produced
- C. **Individualized Instruction** - Coached supervision in necessary activities such as copyediting and proofreading
- D. **Critique** - Conduct critiques of issues for strengths and weaknesses

- E. **Classroom Activity** - Assignments in style and standards
- F. **Discussion** - Group decision-making
- G. **Critique** - Group critique sessions and analysis of publications
- H. **Lecture** -

VII. TYPICAL ASSIGNMENTS:

- A. Reading:
 - 1. Read Chapter 5, "Writing the Story" in *The Newswriter's Handbook: An Introduction to Journalism*, and complete a reading check in which you analyze and discuss some methods to improve your own writing and correct some practice sentences.
- B. Writing: Prepare for, research, and write a story about the student government meeting.
- C. Design: Design a page of the newspaper using the appropriate software and house styles.

VIII. EVALUATION:

A. **Methods**

- 1. Portfolios
- 2. Group Projects
- 3. Class Participation
- 4. Class Work
- 5. Lab Activities
- 6. Other:
 - a. Written Critiques
 - b. Staff Meetings

B. **Frequency**

- 1. Portfolios: Semester-long preparation of portfolio of work
- 2. Group Projects: Complete production of the newspaper 10 times per semester
- 3. Class Participation: Weekly discussions
- 4. Class Work: Weekly assignments
- 5. Lab Activities: Weekly lab activities
- 6. Written critiques of work: Weekly critiques
- 7. Staff Meetings: Weekly meetings

IX. TYPICAL TEXTS:

- 1. The Associated Press, . *AP Stylebook and Briefing on Media Law.*, The Associated Press, 2016.
- 2. Brooks, Brian , James Pinson, and Jean Wilson. *Working with Words: A Handbook for Media Writers and Editors.* 9th ed., Bedford/St. Martin's, 2016.
- 3. Harrower, Tim, and Elman Julie. *The Newswriter's Handbook, an Introduction to Journalism.* 7th ed., McGraw-Hill Education, 2012.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer card, disk, and reporter's notebook