

Las Positas College
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Course Outline for MSCM 14

WRITING AND PHOTO PUBLICATION

Effective: Fall 2003

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: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. have contributed significantly to the newspaper by producing a body of published photos or stories crafted to professional journalistic standards. Each student should complete one story or other assignment per issue. Typical assignments include writing news stories, sports stories, feature stories, or columns; editing stories for the newspaper; or photographing sports, spot news, features, or completing photographic essays. All students must contribute to the production of each issue.
- B. understand how to plan and develop stories appropriate to the Las Positas College audience with collaborative decision-making;
- C. be familiar with professional standards or journalist writing, editing, and photography.

V. CONTENT:

- A. Prepare for, research, and write stories (news stories, feature stories, opinion pieces, and column writing) on desktop publishing system
 - 1. What is news?
 - 2. Finding stories
 - 3. Organizing your thinking
 - 4. Writing the story
 - 5. Reporting on meetings, speeches, special events, and specific beats
 - 6. Conducting research and interviews
- B. Mastering journalistic style, standards, and traditional news values
 - 1. The Associated Press Style Guide
 - a. Overview
 - b. Use
 - 2. Ethics
 - 3. Accuracy
 - 4. The reporter and the law
- C. Understanding beginning photojournalism techniques
 - 1. Participate in computerized layout and graphic design
 - 2. Selecting photographs for publications
 - 3. Sizing photos for publication
- D. Participate in computerized layout and graphic design
 - 1. Introduction to computerized layout and graphic design
 - 2. Practice using computerized layout and graphic design
 - 3. Publication skills and computer applications
- E. Participate in headline writing
- F. Demonstrate understanding of style consistency
- G. Understanding the roles of writers, editors, and the production crew

VI. METHODS OF INSTRUCTION:

- A. Brainstorming, planning, and discussing at staff meetings
- B. Democratic group decision-making
- C. Group critique sessions and analysis of publications
- D. Assignments in style and standards

- E. **Field Trips** -
- F. Individual conferences about work produced
- G. Coached supervision in necessary activities such as copyediting and proofreading
- H. Conduct critiques of issues for strengths and weaknesses
- I. **Guest Lecturers** -
- J. **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: 1. Prepare for, research, and write a story about the student government meeting.

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

- 1. Deadlines, critiques, meetings and exercises are bi-weekly
- 2. Semester-long preparation of portfolio of work

IX. TYPICAL TEXTS:

- 1. Associated Press *AP Stylebook and Briefing on Media Law*, Perseus Publishing, 2002.
- 2. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 5th ed., Bedford/St. Martin's, 2003.
- 3. Fox, Walter *Writing the News*. 3rd ed., Iowa University Press, 2001.
- 4. Stein, M.L. and Susan Paterno *The Newswriter's Handbook, an Introduction to Journalism*, Iowa State University Press, 1997.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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