I.   Catalog Description

        Designing and editing magazines, newspapers and online content, including text, photography, graphics, sound and video. Lab/production work required. (3)

II.   Prerequisite(s)

        Completion of 30 credit hours, including a "C" or higher in MC 320.

III.   Objectives

    The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.
    The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.
    The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.
    MC322 places a heavy emphasis throughout the semester on the ACEJMC's core values of teaching students to: Understand concepts and apply theories in the use and presentation of images and information; think critically, creatively and independently; and appropriately apply tools and technologies appropriate for the communications professions in which they work. This course explores these additional key values and competencies: Writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; demonstrating an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; and teaching students to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

        A.   To teach the techniques of preparing materials for publication, emphasizing designing pages, editing text and photos, writing headlines, and creating graphics on computer systems;

        B.   To introduce students to the practice of making gatekeeping decisions;

        C.   To demonstrate the roles of copy editor and related personnel in the overall operation of publications;

        D.   To develop in students a sensitivity for the English language and a sense of word economy and word consciousness.

IV.   Expectations of Students

        A.   Attend all class meetings

B.   Complete all assignments on time;

C.   Demonstrate professionalism in the execution of all assignments;

D.   Writing and design proficiency.

V.   Course Content

A.   Introduction to copy editing and story design   1 week

1.   The role of the copy editor
2.   The fundamentals of editing
3.   The basics of story design
4.   Legal and ethical decision-making

B.   Printed Publications and Story Design   2 weeks

1.   Working without art
2.   Designing with art
      a.   Anchoring and spacing pages with photographs
      b.   Principles of using horizontal and vertical art
      c.   Editing mug shots
2.   Page design
      a.   Page grids and modular design
      b.   Principles of front and interior design
      c.   Working section fronts
3.   Introduction to the computer laboratory

C.   Printed Publications and Page Design   2 weeks

1.   Modular design
2.   Principles of front and interior page design
3.   Designing attractive section fronts
4.   Designing effective doubletrucks
5.   Laboratory exercises

D.   Using Photography   2 weeks

1.   Characteristics of a good photo
2.   Processing digital images
3.   Cropping and sizing photos
3.   Principles of cutline writing and formatting
4.   Using photo illustrations
5.   Laboratory exercises

E.   Working with Text   1 week

1.   Electronic vs. print headline writing fundamentals
2.   Design and placement of recurring text elements
3.   Aligning story elements and breaking up text
4.   Working with jumps

F.   Utilizing Graphics and Special Effects   2 weeks

        1.   Writing for nonreaders
        2.   Sidebars and infographics
        3.   Principles and practice of using graphics
                        a.   Fast facts, bio boxes, lists, and checklists
                        b.   Diagrams and maps
                        c.   Q&As, quizzes, surveys, and polls
                        d.   Charts, graphs, and tables
                        e.   Planning graphics packages
        4.   Principles of nontraditional page design
                        a.   Using wraparounds, skews and photo cutouts
                        b.   Principles of the color printing process
                        c.   Working with screen tints and color
                        d.   Using display headlines dramatically
        5.   Laboratory exercises

G.   Redesign   1 week

        1.   What is redesign?
        2.   Evaluating a publication prior to redesign
        3.   Steps to successful redesign
        4.   Codifying style and design elements

H.   Web Design Principles   2 weeks

        1.   Organizing and building a companion Web publication
        2.   Transforming print content to Web content
                        a.   Style and format principles
                        b.   Page organization
        3.   Using multimedia content effectively
                        a.   The value of interactivity
                        b.   Adding links
                        c.   Editing sound
                        d   Editing video
        4.   Laboratory exercises
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I.   Drill and practice in editing   2 weeks

        1.   Out-of-class assignments
        2.   Laboratory assignments

VI.   Textbook and other needed materials

      A. Harrower, Tim (2007). The Newspaper Designer's Handbook (6th). McGraw-Hill.

      B. Equipment:

This class will make use of desk top technologies so as to enable students to get hands-on experience with equipment common throughout the industry.

VII.   Basis for Student Evaluation

    A. Class participation (100 points)   10%
    B. Reading quizzes (10 points each x 10 = 100 points)   10%
    C. Weekly in-class design assignments (25 points each x 12 = 300 points)   30%
    D. Weekly homework assignments (25 points each x 12 = 300 points)   30%
    E. Completion of final editing and design project (200 points)   20%

Total points available = 1,000

Grading Scale
    A = 90% - 100% of available points
    B = 80% - 89% of available points
    C = 70% - 79% of available points
    D = 60% - 69% of available points
    F = 0% - 59% of available points