

MC 392-1 ELECTRONIC PUBLISHING IV: NEWSPAPER

10:50 to 12:05 a.m. TR

Ferguson Center, Room 225

Instructor:

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Hours: 10 a.m. to 11 a.m., MW

3 p.m. to 5 p.m., TR

3 p.m. to 5 p.m., MW

CATALOG DESCRIPTION: MC 392 ELECTRONIC PUBLISHING IV: NEWSPAPER--Introduction to desktop and digital publishing in newspaper publishing. Newspaper production will employ Adobe Photoshop and QuarkXPress. Emphasis on reporting news and sports, writing features and commentary, selling and designing advertising, and news photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of photograph processing, printing and downloading; picture selection and cropping, typography, layout and graphic design. Theories of staffing will be discussed and put into practice. Students are required to produce The Delta. \$5 fee. Prerequisites: MC 290. Spring.

RATIONALE: This course will provide opportunities for the use of desktop publishing in newspaper production, through work on the MVC school newspaper, The Delta, and additional pages for the online version of the Delta. Students are expected to learn and experience all aspects of newspaper publication, from reporting and editing to page layout and advertising. In gaining knowledge and experience in newspaper publication, the students will be better prepared for careers within journalism and related fields.

OBJECTIVES: For students:

- 1). To write and publish quality work, and attain clips for portfolios.
- 2). To produce a quality newspaper and pages for the online version.
- 3). To strengthen skills in newspaper publication work, such as beat coverage, feature writing, ad sales, photography, design, press law, editorial-writing, review-writing, column-writing, and other aspects.
- 4). To use QuarkXPress layout software.
- 5). To meet deadlines with precision.
- 6). To use Photoshop editing software.

GOAL AND COMPETENCIES:

- 1). Publication and production of a quality newspaper, six times per semester.
- 2). Improvement of skills in news reporting, copy editing, photography, and other journalistic areas.
- 3). Attaining publication clips for portfolios.
- 4). Use of QuarkXPress and Photoshop software for newspaper layout.
- 5). Working within a team for newspaper production.

EXAMINATIONS:

This course has no examinations in the usual sense. Meeting assignment and newspaper goals, producing quality work, and meeting deadlines will provide the measure for success within the class.

COURSE REQUIREMENTS:

- 1). Publishing a campus newspaper (regular newsprint as well as color-photo version).
- 2). Meeting newspaper and assignment deadlines.
- 3). Working as part of a newspaper staff team.
- 4). Producing quality work.

ORGANIZATION

The typical class period will involve a short lecture, review or discussion of newspaper subjects, followed by work on story assignments for the goal of publishing The Delta. The classroom will operate as much like a newsroom as possible, with the instructor serving as the adviser and the students serving as the staff editors and writers. Editor designations will occur at the first of the year. Editors will usually serve for no longer than one year, allowing more students to experience the management roles.

CLASS ATTENDANCE:

If a student misses more than 50 percent of the class at any given point within the semester, he or she will be dropped from the class. This will be recorded as a withdraw fail (WF). Missing more than 10 classes without an acceptable excused absence will result in an automatic reduction of the final grade by one grade letter. You should arrive for class prior to or on time. It is rude to be late to any scheduled event and especially disruptive for a classroom. Excused absences include standardized testing and assessment, illness, officially representing the college at an event, a death in the family, and other bona fide emergencies. Documentation, such as a doctor's note or note from the college nurse, must be provided for such absences to be considered excused. If a student knows he or she will be absent on due dates, the student should turn in assignments prior to those dates.

ACADEMIC DISHONESTY:

Students are expected to abide by the official policies found in the latest Missouri Valley College Student Handbook and other college documents pertaining to this academic year. Therefore, all forms of cheating and plagiarism will not be tolerated, will result in the failure of this course, along with possible dismissal from college, and must be reported to the division dean and the college president. Plagiarism, the unacknowledged use of others' ideas, organization and words, is a very serious offense. Therefore, you must attribute to sources when using borrowed information or quotes in your news copy.

MVC AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

Special needs: If you have special needs as addressed by the Americans with Disabilities Act, please contact your instructor immediately. After proper documentation, reasonable efforts will be made to accommodate your special needs.

MVC STUDENT CODE OF CONDUCT:

It shall be the responsibility of every student enrolled at Missouri Valley College to support the academic integrity of the institution. This applies to personal honesty in all aspects of collegiate work, all student records and all contacts with faculty and staff. Academic dishonesty will not be tolerated. It shall be the responsibility of every student enrolled at Missouri Valley College to be respectful of the right of other students, staff and instructors to ensure a safe, peaceful atmosphere conducive to the educational goals of an institution of higher learning. Rude or disruptive behavior will not be tolerated. Student actions that do not adhere to the MVC Student Code of Conduct will be addressed according to College policies regarding academic dishonesty and disruptive behavior. Students who exhibit

dishonest, disruptive or disrespectful behavior risk suspension or expulsion from the institution.

EVALUATION:

Students will be evaluated according to:

- 1). Knowledge of newspaper skills and subjects.
- 2). Ability to assist in the production of a quality newspaper.
- 3). Mastery of coursework objectives.
- 4). Ability to meet course and individual deadlines; including the success of the newspaper in meeting its deadlines.

GRADING:

Grading will be based upon your participation in the production of The Delta, meeting the goals of the course, meeting the final deadline for the semester, acquiring competencies at given tasks and attendance. How to achieve an "A" which stands for "excellent":

- 1). Provide quality work that is interesting, accurate and thorough and free from misspelled names, AP style errors or grammar errors.
- 2). Provide depth by using no less than three sources within completed articles.
- 3). Meet all deadlines.
- 4). Submitted work should be typed, double-spaced, and also placed into a designated computer folder. Anything less than those four requirements is then measured for "B" (good), "C" (average), or "D" (below average) grades. Failure to submit work results in an "F" (failure) grade.

TEXTBOOKS

The Associated Press Stylebook and Libel Manual, updated version.
Assigned book, from the library.

TENTATIVE SCHEDULE:

Following an introduction in January, the first story assignments will be made. Thereafter, Tuesday classes will generally be used to finish articles for publication. Thursday class periods will be work sessions and lectures with training in QuarkXpress and PhotoShop.

NEWSPAPER CLASS ASSIGNMENTS:

Students will be expected to publish a minimum of 10 articles, with photos, over the course of the semester. Articles in excess of the minimum will be considered for extra credit.

Delta Print Schedule for Spring 2009.

Publication Dates:

Jan. 30

Feb. 20

March 13

April 10

May 1

Online version only: Graduation

The online version is always available for additional pages.

BIBLIOGRAPHY:

Harrower, Tim. The Newspaper Designer's Handbook. Madison, Wisconsin: Brown and Benchmark, 1995.

ACKNOWLEDGMENT AND AGREEMENT

I have received a copy of the syllabus for the Electronic Publishing IV: Newspaper course and will retain it for my use during the Spring 2009 semester.

Name (Print): _____

Signature: _____