Note: This proposal asks that Journalism 3301 be changed from two hours (1-2-2) to three hours (2-2-3) and be renamed “Editing and Design for Newspapers.” The present name is “News Editing.” This proposal adds additional lecture time to allow additional instruction in areas identified by assessment data such as typography.

1. Catalog description
   (a) Journalism 3301
   (b) Editing and Design for Newspapers
   (c) 2-2-3
   (d) On demand
   (e) Newspaper Design
   (f) The study of principles and practices of headline writing, of selecting and editing photos and graphics and of layout and design as used principally in newspapers.
   (g) A minimum grade of “C” in JOU 2101 and JOU 2950 or permission of the instructor. Credit will not be given for both JOU 3301 and 3302.

2. Objectives and Evaluation of the Course
   (a) Course objectives:
      • To develop skills in writing effective headlines and cutlines
      • To develop skills in evaluating and selecting stories for publication
      • To develop skills in selecting, cropping and sizing photographs and graphics for publication
      • To develop skills in designing effective newspaper pages using appropriate computer software
      • To develop knowledge of typography and skills in using type effectively
      • To develop an advanced concern and awareness for accuracy and ethical decision-making
      • To develop a concern and awareness of legal issues affecting headline and cutline writing, photo and graphic editing, and newspaper design.
      • To develop skills in the effective use of computer software as tools in producing effective newspaper pages.
      • To develop sensitivity in coverage of diverse cultures and populations
      • To develop an awareness of the impact of the media and their obligations in a diverse, multicultural society and global world.
   (b) N/A
   (c) Assessment
      • Exams assessing student knowledge and skills involving news judgment and principles of effective headline and cutline writing and page design.
      • In-class and out-of-class assignments designed to assess student skills in headline and cutline writing; in news selection, in photo and graphic selection and editing, and in newspaper design. These assignments will be critiqued by the instructor. Some assignments will require revision.
   (d) NA
   (e) NA

3. Outline of the Course (two 100-minute class sessions per week):
   (a) Week 1: Evaluating news: Timeliness, Proximity, Consequence / Impact, Conflict, Prominence, Human Interest

   Week 2: Headline writing: Purpose of headlines, guidelines for writing effective headlines

   Weeks 3 and 4: Headline Writing Lab (Students will complete headline writing exercises that will be critiqued and graded by the instructor.)
Week 5: History of Newspaper Design; Basic Elements of page design—headlines, text, photos, cutlines; Drawing a dummy

Week 6: Review of typography and the effective use of type: Type fonts and families; How to measure type size, Typography terminology, Modifying type

Week 7: Story Design: Text Shapes; Designing a story without art, Designing a story with a mug shot, Designing a story with a large photo, Designing a story with two photos

Weeks 8 and 9: Page Design: Grids; Pages without art; Pages with art; Modular design; Making stories fit; Front page design; Inside page design (working with ads); Double trucks

Weeks 10 and 11: Design Lab (Students will complete design exercises that will be critiqued and graded by the instructor)

Week 11: Photos and Art: What makes a good photo, Cropping and sizing photos; Photo spreads

Week 12: Introduction to Web design: Transferring news pages into Web pages; Organizing a Web site; Web design guidelines

Weeks 13, 14, 15: Design Lab (Students will complete more sophisticated design exercises such as special sections or feature pages that will be critiqued and graded by the instructor)

4. Rationale
   (a) This course is designed to introduce students to headline writing and newspaper page design, skills that most journalism majors need.
   (b) Since the course requires writing and editing skills acquired in 2000-level courses, the 3000-level designation is appropriate. Prerequisite: A minimum grade of “C” in JOU 2950 or permission of instructor.
   (c) This is a revision of an existing course. No effect upon programs in other departments.
   (d) This course or JOU 3302 is required for journalism majors seeking a concentration in Editing, Design, Photojournalism, or New Media

5. Implementation
   (a) John Ryan, Joe Gisondi, James Tidwell
   (b) NA
   (c) Texts:
   (d) Spring 2004

6. Community college transfer: A community college course may not be judged equivalent to this course.

7. Date approved by the department: November 21, 2002

8. Date approved by CAH Curriculum Committee: December 18, 2002

9. Date approved by CAA: January 30, 2003