

Broward Community College Course Outline

STATUS: A

COMMON COURSE NUMBER: JOU 2200

COURSE TITLE: Newspaper Editing and Makeup

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 16

Lab 32

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: JOU 1100 or Instructor's approval

Co requisite: None

Course provides instruction and practical experience in copy editing, rewriting, headline writing, page design for both makeup copy and advertising, picture cropping and scaling, outlines, and an introduction to desktop publishing.

General Education Requirements - Associate of Arts Degree, meets Area(s):

General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Copy Editing and Rewriting
2. Headline Writing
3. Introduction to Desk-top Publishing
4. Page Design and Makeup
5. Picture/Graphic Cropping and Scaling
6. Outline Writing

I. Course Overview:

Upon successful completion of this course, the students should be able to edit copy and produce pages of a newspaper.

II. Units:

Unit 1. Copy Editing and Rewriting

General Outcome:

1.0 The students should be able to edit copy including necessary revision and re-writes.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Edit copy according to an accepted journalistic style.

1.2 Revise and rewrite copy as needed.

Unit 2. **Headline Writing**

General Outcome:

- 2.0 The students should be able to write a suitable headline which reflects the central idea of a story.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Understand the use of families of type, type sizes, and measurement.
- 2.2 Understand the rules and grammar used in writing headlines.
- 2.3 Demonstrate effective use of vocabulary.
- 2.4 Condense central idea of story into available space.

Unit 3.

Introduction to Desk-top Publishing

General Outcome:

- 3.0 The students should be able to understand and apply the general operating instructions for desktop publishing equipment.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Input and store text and graphics materials
- 3.2 Recall and print text and graphic materials
- 3.3 Read, understand and use general operating instructions for desktop publishing.

Unit 4. Page Design and Makeup

General Outcome:

- 4.0 The students should be able to design and make up newspaper pages according to acceptable journalistic guidelines.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Understand graphic dimensions of pages.
- 4.2 Identify and assign stories to different sections of the paper and locations on the page.
- 4.3 Be able to understand and use various design styles in grouping stories and graphic materials.
- 4.4 Use print and graphic materials to design dummy page layouts suitable for paste-up.
- 4.5 Be able to follow a dummy in the paste-up process.
- 4.6 Finalize a camera-ready product.
- 4.7 Understand the printing process involved in publishing the camera-ready pages.

Unit 5. Picture/Graphic Cropping and Scaling

General Outcome:

5.0 The students should be able to understand photo and graphic composition.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Compose, crop and scale a photo/graphic for the print medium.

5.2 Operate a proportion scale.

Unit 6. Outline Writing

General Outcome:

- 6.0 The students should be able to capture the essence of a photo and compose written material that accurately represents and informs the reader.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 6.1 Identify content of a photo or graphic
- 6.2 Understand space restrictions and typography, making outlines fit pre-determined spaces.

Special Student Projects:

1. Guest speakers
2. Field Trips
3. Practical application of the principles by working on the school paper.