



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2009-10 **NEXT REVIEW:** 2014-15 **STATUS:** A

COURSE TITLE: Newspaper Editing and Makeup

COMMON COURSE NUMBER: JOU2200

CREDIT HOURS: 3.0

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

(Voc. Course ONLY)

Lecture: 16.00

Lab: 32.00

Clinic:

Other:

PREREQUISITE(S): JOU1100 or Instructor's approval

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION *(750 characters, maximum):*

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 (AA), meets Area(s): Area

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

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

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

EVALUATION:

Please provide a brief description *(250 characters maximum)* that details how students will be evaluated on the course outcomes.

Common Course Number: JOU2200

I. Course Overview:

Upon successful completion of this course, the students shall 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 shall be able to edit copy including necessary revision and re-writes.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

1.1 Edit copy according to an accepted journalistic style.

1.2 Revise and rewrite copy as needed.

Common Course Number: JOU2200

Unit 2. Headline Writing

General Outcome:

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

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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.**

Common Course Number: JOU2200

Unit 3. Introduction to Desktop Publishing

General Outcome:

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

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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.

Common Course Number: JOU2200

Unit 4. Page Design and Makeup

General Outcome:

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

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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.**

Common Course Number: JOU2200

Unit 5. Picture-Graphic Cropping and Scaling

General Outcome:

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

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 5.1 Compose, crop and scale a photo/graphic for the print medium.**
- 5.2 Operate a proportion scale.**

Common Course Number: JOU2200

Unit 6. Outline Writing

General Outcome:

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

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall 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.**