Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: Department of Communication and Journalism

2. Course Prefix and Number: JRNL 3470

3. Effective Term: Fall 2013

4. Course Title: Editing and Design
   Abbreviated Title (30 characters or less): Editing and Design

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   - [ ] Current Course Number:
   - [ ] Proposed Course Number:
   - [ ] Type of Revision: Title change

6. Course Credit:
   - Contact/Group Hours:
     Maximum Hours (Repeatability):
     Total Credit Hours:
   - Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study): Lecture
   - Weekly or Per Term?: Term
   - Credit Hours: 3
   - Anticipated Enrollment: 40

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   P., JRNL 1100 & JRNL 2210. Declared major in AGCO, COMM, JRNL, PRCM, or RTVF.

9. Restrictions: List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Introduction to editing and design for newspapers, magazines and digital publications.

11. May Count Either: N/A or N/A
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    - Program Type: N/A
    - Program Title:
    - Requirement or Elective? (required or optional?)

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [ ] Not Applicable
14. Justification:

This is a required course for journalism majors. We would like to change the name from "Newspaper Editing and Design" to "Editing and Design" to more accurately reflect the focus and content of the course.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

No additional resources are required.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

By the end of this course, students will:

- Understand an editor’s responsibility to assure balanced, thorough and accurate coverage of a multicultural society.
- Have an understanding of and skill level in the art of visual communication
- Know the standard proofreader’s marks and be able to use them.
- Understand the mechanics of writing headlines and captions for newspapers, magazines and digital publications.
- Know the function of a stylebook and the importance of consistency in style.
- Understand and execute basic principles of image selection for visual impact and the importance of clear conveyance of information to the reader.
- Demonstrate a proficiency in the industry-standard layout and design computer software.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

<table>
<thead>
<tr>
<th>WEEK 1</th>
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<tbody>
<tr>
<td>AP Style &amp; Copy Editing Marks</td>
</tr>
<tr>
<td>Design Fundamentals and Modular Design</td>
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<tr>
<td>Read Harrower Intro, Ch. 1</td>
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<tr>
<th>WEEK 2</th>
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<tr>
<td>Typography &amp; Color</td>
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<tr>
<td>Read Harrower Ch. 2, 5 &amp; 7</td>
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<tr>
<td>• AP Stylebook: ABC</td>
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<tr>
<th>WEEK 3</th>
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<tbody>
<tr>
<td>Story Design, Page Design, Headlines and Photos</td>
</tr>
<tr>
<td>Read Harrower Ch. 2 &amp; 5</td>
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<tr>
<td>• AP Stylebook: DEF</td>
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<tr>
<th>WEEK 4</th>
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<tbody>
<tr>
<td>Headline Writing &amp; How to draw a Dummy</td>
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<tr>
<td>Read Harrower pages 23-25 &amp; 32-39</td>
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<tr>
<td>• AP Stylebook: GHI</td>
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<tr>
<td>InDesign Training</td>
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<tr>
<td>Read InDesign Ch. 1 &amp; 2</td>
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<tr>
<th>WEEK 4</th>
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<tbody>
<tr>
<td>Terminology Quiz</td>
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<tr>
<td>• AP Stylebook: JKL</td>
</tr>
<tr>
<td>InDesign Training</td>
</tr>
<tr>
<td>Read InDesign Ch. 1 &amp; 2</td>
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<th>WEEK 5</th>
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<tbody>
<tr>
<td>How to draw a Dummy</td>
</tr>
<tr>
<td>Read Harrower pages 32-39</td>
</tr>
<tr>
<td>InDesign Training</td>
</tr>
<tr>
<td>Read InDesign Ch. 3, 4, 5</td>
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ELEMENTS THAT MUST BE ON YOUR FRONT PAGE
1. Flag
2. Index
3. Date and city, state
4. Cost of newspaper
5. Must have a minimum of 4 stories on the front page (you may have more than four).
6. At least two stories must jump to Page 2. (you may pretend the other stories jump to another page).
7. If you end a story on Page 1, it must end in a logical place and at the end of a sentence.
8. At least 1 photo on Page 1
9. Must have one piece of dominant art
10. Must work on a six-column grid
11. Follow style guide for JRNL3470
12. Must have hairlines between story packages

INSIDE PAGE
1. Cannot move ads
2. Must have a folio line on the page
3. Jump two of stories from Page 1 to inside page
4. Don’t dogleg any stories
5. Must have at least 1 story that is just on Page 2 (e.g. doesn’t jump from Page 1)
6. No stories on Page 2 may jump. Edit each story to make it end on Page 2.
7. Must have at least one piece of art on Page 2.

■ Magazine Design
You are a graphic designer in an art department for a publishing company. You are a designer for a new consumer magazine. You will select a magazine that is of interest to you and design a 2-page feature spread. You will need to employ the two design principles of the grid and visual hierarchy to help organize and group the visual elements into a cohesive and recognizable pattern.
Feature Spread must include:
• Folio
• Photograph(s)
• Typographic elements:
  o Headline (the main title)
  o Lead-in or Subhead (descriptive display type before or after the headline)
  o Byline (the writer’s name)
  o Photo credit and cutline
  o Text
  o Jump line (“continued on page ___.

■ AP Style and Terminology Quizzes: You will take an AP style quiz every Tuesday at the beginning of class. You will be tested on three letters at a time. The schedule of the quizzes is on the class calendar. You may use your AP Style book for the quizzes. However, you will only have 15 minutes to complete the quizzes. You must be familiar with the stylebook to aid you in completing the quiz on time. The terminology quiz will consist of terms located in the “Newspaper Designer’s Handbook” text.
■ Editing/Design Homework Assignments: Homework assignments will be given throughout the course to emphasize page design, copy editing, headline writing and InDesign skills.
■ Midterm Exam: It will include multiple-choice and short-answer questions based on the “Newspaper Designer’s Handbook,” handouts and class lectures.
■ Final Exam: There will be no final exam in this course. There will be a final project.
19. Rubric and Grading Scale:

<table>
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<th>Grading scale:</th>
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<tbody>
<tr>
<td>A: 90-100</td>
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<td>B: 80-89</td>
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<tr>
<td>C: 70-79</td>
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<tr>
<td>D: 60-69</td>
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<tr>
<td>F: Below 59</td>
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GRADING
- Editing/Design projects: 40 percent
- Editing/Design homework: 10 percent
- AP Style and Terminology quizzes: 35 percent
- Midterm Exam: 15 percent

Explanation of design grades
A — Design could be published as is. Professional-level work. Shows superior command of news judgment, design principles and includes all project specifications. Essentially error free.
B — Is nearly professional. Publishable with minor adjustments. Few, if any, errors.
C — Average project. Shows a grasp of the principles of layout and design, but is not ready for publication. Has too many mistakes to publish. Needs moderate to major adjustments.
D — Weak project. Shows poor grasp of principles and news judgment, serious problems in element alignment, and/or contains major reader flow issues. Needs a major rework or could not be published.
F — Does not meet basic standards. Project has too many errors or fails to meet deadline. Could not be published.
0 — Project is turned in late or not at all.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, or religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exam, mid-term exam) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.
Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (W/TT).
18. Assignments / Projects:

- NEWSPAPER FRONT PAGE/INSIDE PAGE DESIGN PROJECT
  You are the news editor, copy editor and page designer.
  * You will see on your budget the stories and photos that are available to you.
  * You must use the newspaper template.
  * You must decide what stories will go on the front page and inside page, what stories are most important in terms of hierarchy and what art you will use with stories.
  * You will write the headline for each story -- pay attention to design and writing principles when it comes to headline lines. THERE MUST BE HEADLINE HIERARCHY ON THE PAGE.
  * Copy edit all stories. Any grammatical errors, typos, spelling errors or AP Style mistakes will be cause for a 10 percent deduction in your project grade. (fix cities, states, dates in all stories and cutlines to reflect AP style)
  * You may use color. Remember: poor color choices will result in a deduction in your grade.
Approvals

Department Chair / Head
Margaret Lee
9/18/2012

College / School Curriculum Committee
David E. Sime
9/24/2012

College / School Dean
Dean In Rocco
9/24/2012

Dean of the Graduate School (for Graduate Courses)

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Contact Person: Jennifer Adams
Telephone: 844-2751
E-Mail Address: adamsj1@auburn.edu
Fax: 844-4573