



ANTELOPE VALLEY COLLEGE

Academic Affairs Office  
Course Outline of Record

**COURSE SUBJECT & NUMBER:** JOUR 123/ COMM 123

**COURSE NAME:** \*Newspaper Production

**COURSE UNITS:** 3

**COURSE HOURS:** 6

**COURSE REQUISITES:** *(Follow format of similar courses found in the college catalog.)*

Prerequisite: Completion of JOUR 121 / COMM 121

**COURSE DESCRIPTION:** *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description).*

Developing journalism news sources, interviewing techniques, newswriting, feature and editorial writing, editing, photography skills, and design/layout using the college newspaper as a laboratory.

**COURSE OBJECTIVES:** *(Should be stated as performance-based, measurable expected student outcomes. Use Bloom's taxonomy to formulate clear and concise objectives. These objectives are common to all students; they must be clearly related to course content, assignments, and methods of evaluation.)*

Upon completion of course, the successful student will be able to:

1. Develop news sources
2. Demonstrate effective interviewing techniques
3. Perform primary and secondary resources research
4. Research, develop, and publish a variety of story types, including:
  - hard news
  - soft news
  - informative news
  - opinion/editorial of 800 words minimum incorporating at least two documented research references
5. Use the concepts of journalism ethics, objectivity, and appropriateness in the development of individual stories and for a newspaper as a whole.
6. Edit pre-production newspaper writing
7. Edit pre-production newspaper lay-out in "dummy" page format
8. Design and lay-out college newspaper pages using computer-based programs for copy and graphics
9. Develop an understanding of the principles and methods for newspaper advertising

**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor covers all material listed here.)*

I. Newspaper Writing

- A. Journalistic style
  - 1. Time dated
  - 2. Objective
- B. Soft news/feature style
  - 1. Human interest
  - 2. Interview
  - 3. Informational
  - 4. Review
  - 5. Humor
  - 6. Sports
  - 7. Editorial

II. Newspaper Composition and Production

- A. Story identification
- B. Story development
- C. Copy proofreading and editing
- D. Fundamentals of digital photography
- E. Page design and composition
  - 1. Use of Pagemaker-type computer program
  - 2. Use of Photoshop-type computer program

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**TYPICAL READING, WRITING, AND COMPUTATIONAL ASSIGNMENTS**

*This material is necessary for all credit courses. Assignments should be clearly related to course objectives, content, and methods of evaluation. (See sample of a "Model Outline" in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Readings are assigned on a "need to review understand" basis from suggested Texts or Other Instructional Materials section, below; instructor and/or student initiated.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

It is reasonable to expect five to seven published issues of the student newspaper during a 16 week semester. Students are assigned at least one story per issue, and four of the eight types listed in Course Content, I. A and B.

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

None

**4. If course is degree applicable/transfer, describe those critical thinking skills that are required; be sure that they reflect course objective. (Title 5 requirements can be found in the AP&P Standards and Practices book.)**

Students analyze, synthesize and evaluate their own writing, that of peers, and of professionals using standard journalism conventions and rubrics specific to the purposes and scope of educational newspaper production.

**5. Describe other types of assignments that students may be asked to complete:**

Review, analysis, and evaluation of published college and public newspapers.  
Participation in newspaper production as listed in Course Content, II. A-E

**6. For each of the above categories, describe the estimated time per week it would take a student to complete typical out-of-class assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs. homework; etc. For example: reading text—2 hours; writing reports—3 hours**

**Reading:** 2

**Writing:** 8

**Computational:** 0

**Other:** 2

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students.)*

Instructor lecture  
Instructor led analysis and critique of class published college newspaper and from other colleges  
Discussion of journalism writing and publishing principles  
Instructor and peer evaluation of student writing and publishing  
Instructor advised group work of newspaper production

**METHODS OF EVALUATION:** *(These must be clearly related to course content, assignments, and objectives, in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers, problem solving exercises, or skills' demonstrations.)*

While various points/systems for evaluation and assessment may be employed, the method should include:

- A. Writing assigned and volunteered articles for publication (OBJECTIVES 1-5)
  1. Quality hard copy submitted on due date
  2. Revisions completed and placed in appropriate computer files
- B. Reviewing staff articles submitted for publication (proofreading & editing) (OBJECTIVE 6)
- C. Participation in newspaper production (photo/graphics, layout, placement & composition) (OBJECTIVES 7, 8)
  1. Assisting with layout content
  2. Dummy page proofing and editing
- D. Newspaper management (OBJECTIVE 9).

**Suggested Texts or other Instructional Materials** *(include title, author, publisher, date, and edition):*

Not required and on reserve in the classroom:

The Associated Press Stylebook and Libel Manual Style  
Strunk and White, The Elements of Style  
Shertzer, The Elements of Grammar  
Collier's Rules for Desktop Design and Typography

**Effective Date:** \_\_\_\_\_  
(date course can first be offered to be filled in by Office of Academic Affairs)