

# JN215B - Design and Production Lab Syllabus

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## Course Description

This two-credit lab offers journalism and other students interested in media a range of practical experience in news production and publishing. Students take on specific tasks on the staff that produces The Commuter, LBCC's student-managed weekly newspaper and online site.

## Grading

**TIME COMMITMENT** -- Students' work will be monitored on a weekly basis, with the primary emphasis on contributing to the production of The Commuter's printed edition and online updates. Because this lab functions as on-the-job experience, it is essential that you treat attendance as seriously as you would a job – **about half of your grade will be based on attendance on Monday/Tuesday production shifts.**

Each week, students must put in at least **3 HOURS of lab work on Mondays and/or Tuesdays** (depending on their specific assignments – *see below*). Lab times and assignments must be arranged by the end of the first week of the term, in collaboration with the editors of The Commuter.

**WORK SAMPLES** -- **The other half of your grade will be based on examples of your work compiled in the form of weekly “tearsheets” or stories/photos/pages in the Commuter’s online archive.** A tearsheet is a FULL PAGE torn from the printed edition of The Commuter. **Mark the items** on the page for which you were responsible, such as headlines or captions you wrote, stories you proofed or copy edited, or the ads you designed. *The student will maintain this file over the course of the term.*

Based on your Commuter contribution, as demonstrated by tearsheets and hours served producing the newspaper, students' grades will be determined on this scale:

- A – Significant weekly contribution and no unexcused absences
- B – Regular weekly contributions and no more than one (1) unexcused absence
- C – Regular contributions and no more than two (2) unexcused absences
- D – Periodic contributions and more than two (2) unexcused absences
- F – Few contributions and more than four (4) unexcused absences

**DESIGN LAB FOLDER** – Each student will maintain a folder at The Commuter office that contains a weekly record of the student's hours at the newspaper as well as tearsheets. Students will be responsible for filling in the TIMESHEET after each shift served at the newspaper office. In addition to filling in the hours served, **students will get their timesheet initialed by one of the newspaper's editors.** (*Absences must be approved in advance by one of the newspaper's editors.*)

The instructor will monitor the work of students each week by initialing their timesheets and checking tearsheets and work online. Students will create **WORKLOG** of their activities,

creating a **Google Doc** that they share with the instructor. Students **must meet with the instructor the first week of the term** after they have met with the editor to determine their assignments. At the end of the term, students **must schedule a short “exit interview” with the instructor** to go over the work they’ve compiled.

### **Suggested Texts**

- “The Associated Press Stylebook and Libel Manual” (Any recent edition will suffice)
- “The Newspaper Designer’s Handbook,” Tim Harrower (Copy available in the Commuter office)
- "Reporter's Guide to Multimedia Proficiency" by Mindy McAdams (Copies of this guide available at the Commuter office or from Rob)

### **Lab Assignments**

**Copy Editing, Headline Writing and Page Proofing:** This assignment requires competent grammar skills and knowledge of Associated Press style. Students put in hours on Monday/Tuesday to edit reporters’ stories for clarity, accuracy and style. This assignment also involves proofing and/or writing stories/photos/headlines/captions/ads for print and online. Students work under the supervision of the editor-in-chief and/or managing editor. Schedule hours on Monday and Tuesday between 11 a.m. and 6 p.m.

**Reporting/Editing:** In addition to helping in the office with production of the newspaper, students put in hours working as reporters and editors as needed to complete various sections of the newspaper. This could involve covering breaking news or editing particular sections of the paper (e.g. sports, campus news, arts and entertainment). It could involve leading a team of other reporters, editors and photographers to create a particular news package or section. Schedule hours as needed. *Note: If writing stories, reporters also need to submit at least one story per issue during the term (9 or 10 stories).*

**Photography/Photo Imaging:** This involves shooting photos as directed by the photo editor and other editors. In addition, photographers prepare digital files for publication in print and online. Students need experience using Photoshop, Lightroom or other photo editing software. Schedule hours as needed with the photo editor. *Photographers also should plan on submitting a minimum of one photo assignment per issue (9 or 10 assignments).*

**Illustrations and Comics:** This involves creating illustrations, comics or other informational graphics to accompany articles or ads, or to stand alone. Students work under the supervision of the editor, ad coordinator or other editors. Experience with illustration/graphics software and/or photo editing software is recommended. Schedule hours as needed.

**Ad Design:** Working under the direction of the Commuter's Ad Coordinator, students will be assigned to design ads. Experience with Photoshop, Pagemaker/InDesign, or other graphics software required. Schedule hours as needed after consulting with the Ad Coordinator.

### **Cultural Richness at LBCC**

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to nurturing the development of culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

### **Statements of Inclusion and Nondiscrimination**

The LBCC community is enriched by diversity. Everyone has the right to think, learn and work together in an environment of respect, tolerance, and goodwill. We will work toward creating a community without prejudice, intimidation, or discrimination. (*Related to Board Policy #1015*)

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age or any other status protected under applicable federal, state, or local laws. (For more information see <http://po.linnbenton.edu/BPsandARs>)

### **Accessibility Resources**

Students who may need accommodations due to documented disabilities, who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you have not accessed services and think you may need them, contact the Center for Accessibility Resources at 541-917-4789.

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