



## COMM 1910

**Division:** Humanities

**Department:** Communication

**Course:** COMM 1910

**Title:** Newspaper Production

**Catalog Description:**

Students will learn the theory and practical application of newspaper design, production, and reporting through classroom instruction and hands-on production as staff members of The Snowdrift, Snow College's student newspaper.

**General Education Requirements:** N/A

**Semesters Offered:** Spring

**Credit/Time Requirement:** Credit: 2; Lecture: 2; Lab: 1

**Clock/Hour Requirements:** 0

**Offered for Non-Credit:** No

**Prerequisites:** COMM 1130 or Co-req

**Justification:**

Students need direct training in newspaper production techniques such as page layout, design, headline writing, editing, etc. to produce a high-quality student paper. The course provides some training in subject and skill areas that would be covered in advanced journalism courses at larger schools. The course will transfer as elective credit.

**Student Learning Outcomes:**

Upon successful completion, students will be able to:

- know and practice the principles and skills of good newspaper production as they write, edit, design, layout, and publish the school newspaper
- learn to work under the second-year newspaper editorial staff and be able to meet deadlines.

**Content:**

Course objectives will be accomplished by providing students with learning experiences in the following subject areas:

- Non-text design elements
- Graphics and sidebars

- Special effects
- Redesigning a newspaper
- Editing and proofreading
- Advertising
- Ethics of news reporting.

### **General Education Outcomes:**

2) Write clearly, informatively, and persuasively.

Students write stories every week for publication in the newspaper. Stories are edited by student editors before publication and critiqued by the advisor after publication so writers can see mistakes and improve future stories.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will practice researching information for their news stories through interviews, accessing printed and electronic resources and databases, and will then assess the accuracy and appropriateness of that information for publication.

### **Key Performance Indicators:**

Student performance in class will be evaluated in the following ways:

- Completion and quality of stories written for publication: 50%, written tests on material taught in class and from the textbook: 40%, participation in class discussions, and distribution of newspaper on campus: 10%. Percentages are approximate.
- Issues of *The Snowdrift* will be submitted to the Columbia Scholastic Press Association (or a similar organization) for an annual critique. Sponsored by Columbia University in New York, the group sends a written critique on all aspects of the publication as well as suggestions for improvement.
- Subsequent value of the course to students may be measured by the quality of a student's work as he/she pursues further involvement in the journalism field either as a second-year student with *The Snowdrift* or with other newspapers.

### **Representative Text and/or Supplies:**

- Tim Harrower, *The Newspaper Designer's Handbook*, current edition, Dubuque: WCB Brown and Benchmark.
- Local and national newspapers will be analyzed, as well as *The Snowdrift* and other college newspapers.

**Optimum Class Size:** 15

**Maximum Class Size:** 20

**Signatures:**

I hereby submit this course syllabus:

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Elaine Compton, MS, Assistant Professor

I hereby find this course consistent with the goals and resources of the Communication Department:

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Elaine Compton, MS, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Humanities Division:

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Sheryl James Bodrero, PhD, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

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Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)