Instructor: Jessica R. Brown  
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail; and do not expect a reply over the weekend. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)  
Office: SOC 218  
Phone: 312-915-7726  
Office Hours: Wednesdays 3-5; Thursdays 2-4

COURSE DESCRIPTION
This course is designed to teach students the fundamentals of editing across media platforms. Students will learn how to work with journalists to improve writing, reporting and presentation. We will address story structure, writing for AP style, grammar, spelling, punctuation, fact-checking, design, Web packaging, headline and caption writing and editorial planning.

TEXT AND OTHER MATERIALS
The Associated Press Stylebook, 2013
Think Like and Editor – 50 Strategies for the Print and Digital World 2nd ed., Steve and Emily Davis  
Students must read the Chicago Sun-Times or the Chicago Tribune and a national paper on a regular basis and will be expected to bring at least one of those publications to each class.

External hard drive  
Red or blue pen  
Suggested reading: When Words Collide – A Media Writer’s Guide to Grammar and Style

GRADING
100-95 A  94-90 A-  89-87 B+  
Exercises, Assignments & Participation 25%
86-83 B  82-80 B-  79-77 C+  
Quizzes, Midterm & Final 25%
76-74 C  73-70 C-  69-67 D+  
Final Project 25%
66-65 D  Below 65 F  
Storify project 25%

– You MAY NOT make up ANY exercises or quizzes due to an absence unless it is because of the death of a loved one or serious illness or injury. I must be notified of an issue at least 24 hours PRIOR to the missed class. You will be required to present proof of an excused absence no later than your first day back in order to receive credit for any make-ups. If you are absent for a class please see Blackboard or a classmate for missed work or information.

Plagiarism Statement: Please see attached document

SPECIAL NEEDS
Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

IMPORTANT NOTES:

1. We will not be reading the chapters in the TLE text in consecutive order, so be aware of this as the course goes on and pay close attention to which chapters should be read and when.

2. All readings and assignments are due on the day they are listed.
3. All quizzes are worth 20 points. They will be made up of any combination of current events, AP style, grammar, spelling, punctuation, line editing or lessons from previous readings. Quizzes will be administered promptly at the start of class and students will have limited time to complete them (7-10 minutes).

4. If you miss a quiz, you may not make it up, with the exception of the excused absences listed above. All students get one excused quiz.

THE COURSE (Subject to change)

Week 1: Course introduction; News judgment
Jan. 13 – Overview, The role of today’s editor
Jan. 15 – What is News?  
**ASSIGNMENT:** Bring in copy of a newspaper, analyze (print and Web)
Jan. 17 – 10 Steps to a better story; **Exercise:** Ten questions editor v. reporter
Jan. 19 – **Exercise:** Ten questions editor v. reporter
Jan. 21 – Quiz 1
Jan. 23 – Quiz 1

**ASSIGNMENT:** Be the ‘Idea Person’
Jan. 24 – Quiz 1; **Exercise:** Working with Storify.com

Week 2: Answering the questions
Jan. 20 – NO CLASS; MLK
Jan. 22 – **Exercise:** ‘What’s the big picture’
Jan. 24 – Quiz 2

**ASSIGNMENT:** Be the ‘Idea Person’

Week 3: Story structure
Jan. 27 – Structure: leads & other graphs
Jan. 29 – Structure: quotes, sources & facts
Jan. 31 – Structure: background, details
**QUIZ 2**

**Readings:** TLE: Strategies 9-13; Style guide E-I

**Readings:** TLE: Strategies 14-17

Week 4: Headlines, Captions and Images
Feb. 3 – Headlines: best practices
**Exercise:** Headline writing practice
Feb. 5 – Images and Captions: best practices
**Exercise:** Caption writing practice
Feb. 7 – **Exercise:** Line editing
**QUICK 3**

**Readings:** TLE: Strategies 41

**Readings:** TLE: Strategies 44

**Readings:** TLE: Strategies 23-27

Week 5: Deploying journalists; Law and ethics
Feb. 10 – **Exercise:** Breaking news and job assignments

**ASSIGNMENT:** Heads, briefs and other stuff
Feb. 12 – Don’t get sued
Feb. 14 – Studying questionable stories
**QUIZ 4**

**Readings:** TLE: Strategies 18-22, 31, 39-40, 48

**Readings:** Style guide J- N

Week 6: Trimming and layering; Introduction to InDesign
Feb. 17 – When a story is too long
**ASSIGNMENT:** Hold a story, Save a story
Feb. 19 – When a story is one-dimensional
Feb. 21 – Working with InDesign
**QUICK 5**

**Readings:** TLE: Strategies 28-30, 32-35

**Readings:** Style guide O- T

**Readings:** TLE: Strategies 42-43, 45
Week 7: Adding visuals  
Feb. 24 – More with InDesign  
Readings: Style guide T-Z  
Feb. 26 – Exercise: Create your own visual enhancement  
Feb. 28 – Midterm  

Week 8: Spring Break  
March 3-8: NO CLASS  
Readings: Style guide sports and business  

Week 9: Budgeting and planning (PRINT)  
Mar. 10 – Working with a budget  
Mar. 12 – Planning the page  
Marc. 14 – Executing the layout  
ASSIGNMENT: Print layout  

Week 10: Budgeting and planning (WEB)  
Mar. 17 – Working with a budget  
Mar. 19 – Planning the page  
Mar. 21 – Executing the layout  
ASSIGNMENT: Web layout  

Week 11: Corrections; Final project  
Mar. 24 – Writing and editing on the spot  
Mar. 26 – QUIZ 6; How to handle the public, mistakes, etc.  
Mar. 28 – Final Project detailed; What makes a good editorial  

Week 12: Editorial project; Photoshop  
Mar. 31 – QUIZ 7; What makes a good editorial cartoon  
Apr. 2 – ASSIGNMENT: Final project plan due  
Apr. 4 – Working with Photoshop  

Week 13: Sports and business  
Apr. 7 – Working with sports stories  
Apr. 9 – QUIZ 8; Working with business stories  
Apr. 11 – ASSIGNMENT: Final project editorial drafts due  

Week 14: Final project  
Apr. 14 – ASSIGNMENT: Final project editorial cartoon drafts due  
Apr. 16 – QUIZ 9; TBD  
Apr. 18 – NO CLASS, Easter Break  

Week 15:  
Apr. 21 – NO CLASS, Easter Break  
Apr. 23 – QUIZ 10; Final exam overview  
Apr. 25 – ASSIGNMENT: Final project presentations  

Final Exam  
Monday, May 5, 1-3 p.m.
WHAT IS THE STORIFY PROJECT?

PURPOSE: The purpose of this project is to give you practice with: exercising news judgment; keeping up with current events; familiarizing yourself with multiple news organizations; layering news stories, assessing appropriate content; writing headlines, subheads and summaries, working wisely with social media; understanding audience needs; being balanced and fair.

INSTRUCTIONS: Each student is required to create a journalistic persona on storify.com (NOTES: you will have to connect to a Twitter account, so be sure to create one if you do not already have one. Also creating a story may not be available on all browsers. I recommend Safari or Firefox).

Each week I will give you a topic in which you have to ‘Create a story’ by writing your own headline, subhead and summary, and collecting content from the options available to you on Storify. I will be looking for a variety of content, including; images, video and Tweets.

1.) You will have to create a news ‘story’ every week for 12 weeks beginning with Week 3-15 (excluding the week of Spring Break.

2.) The topics will be made available on Sakai each Tuesday morning with the exception of the first week and last weeks. For Week 3 the topic will be made available on Friday Jan. 24. (Note: you will only have 4 days to complete the first ‘story’). For the Week 15 your final story will be due by 5 p.m. on April 25.

3.) Your ‘stories’ are due by noon the following Tuesday. Each ‘story’ is worth 25 points and I will assess them via Sakai. The strongest ‘stories’ will have well-written headlines, subheads and summaries; photo(s); video(s); links to other legitimate news sites, and Twitter post(s). You don’t have to multimedia elements for every story. Some stories may lend themselves to just images, or just Tweets. This is where your editorial judgment will come into play. Just know that by the end of the 12 weeks, it should be clear that you understand how to use all of the Storify resources your stories.

4.) Variety is important. All of your content should come from different outlets and if you have many Tweets you should try to get multiple ‘angles’ on the topic. You will have to use your best judgments in terms of the quality of your ‘stories.’ I recommend that you view other news organizations and try to emulate them.

5.) Your Storify page should also have a photo and an avatar befitting the persona you want to express on the site. Consider using this project as part of your online portfolio for future employers and choose accordingly.

6.) Be sure to share your first story with me so that I can follow you each subsequent week. You can share your first story via email and send it to my Loyola account.

DETAILS for all other work in the course will come as items are assigned.