**JCO 4101 PRINT MEDIA EDITING, DESIGN AND PRODUCTION**

**COURSE NAME: PRINT MEDIA EDITING, DESIGN AND PRODUCTION**

**COURSE CODE: JCO 4101**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This course is designed to enable students to develop competencies in editing, designing, and producing information and news for publication in print-based media using appropriate technologies, tools, and techniques. Focusing on print- based media allows for the development of a coherent set of skills in a systematic way. The course is hands-on and output-oriented. Students will

produce a prototype newspaper from start to finish — from generating story ideas to producing the pages to the final stage before printing. The course includes instruction and practice in newspaper reporting, writing, editing, page design, and online page production. Students will be introduced to the skills that news editors (or assignment editors) — as well as reporters — use to generate assignments, and the skills copy editors (or sub-editors) use to select and handle stories and pictures.

**Course Objectives:**

1. To help students learn to edit for tightness, accuracy and style, and to see the story as a whole and line by line.

2. To enable students design and produce pages, including selecting and using stories and pictures, and writing captions, headlines, sub-heads, etc.

3. To enable students conceive of, design, and produce a prototype newspaper and news magazine up to the camera-ready stage.

**4.** To help students learn to generate story ideas, edit copy, gather and edit pictures, fact-check, organize content, select typography, and design pages.

**Course Outline:**

1. Essentials of editing

2. Contrasting editing styles

3. Copy-reading, headline writing, layout

4. Creativity in editing

5. Principles of design

6. Use of editing, design and production software

7. Use of photography and other art elements

8. Display of photography and other art elements

**Course Objectives**

1. To enable students master the software for editing, design and production.

2. To enable students gain practical skills in print media editing, design and production.

3. To enable students develop creative skills in print media design and production.

4. To enable students master the technologies of the print media industry.

**Learning Outcomes**

By the end of the course, the students will be able to:

1. Work as page editors on newspapers.

2. Demonstrate the process editing, design and production.

3. Design and produce a newspaper, magazine, newsletter and other forms of print media.

4. Come up with novel ways of designing and producing for publication.

5. Adapt to changing technologies in the print media industry.

**Methods of Teaching/Delivery:**

• Interactive lectures

• Demonstrations

• Portfolios

• Workshops

• Group and individual presentations

• Lab work

**Methods of Assessment:**

• Progressive assessment 100%

**Readings/Reference Materials/Learning Resources:**

• A good English dictionary preferable the Concise oxford Dictionary, Webster’s New World Dictionary or The Oxford Dictionary

• A good thesaurus

• Brian S. Brooks and Jack Z. Sissors (2001) The Art of Editing (7th Edn)

• Rene J. Coppon (1982) The Word: An Associated Press Guide to Good

News Writing

• Norm Goldstein (ed) The Associated Press Stylebook and Libel Manual

• Quinn, S. (2005). Convergent Journalism: The Fundamentals of

Multimedia Reporting. New York: Peter Lang Publishing.

• William Strunk and EB White (2007) The Elements of Style, London: Macmillan