

SYLLABUS

SYLLABUS IS ALWAYS SUBJECT TO CHANGE.

MDIA 3063 | EDITING FOR PUBLICATIONS AND THE WEB

Spring 2022

Instructor: Terrance Armstard

Course Credit Hours: 3

Meeting Day/Time/Place: TT | 9:30 a.m. – 10:45 a.m. | Ed/Com Building Room 218

Office: 358 Ed/Comm Bldg.

Office Phone: (870) 972-3212

Office Hours: MW 9 –10 a.m. or Fridays {By Appointment Only}

Email: tarmstard@astate.edu

Note: Completing assignments (readings and handouts) prior to class is vital to your success!


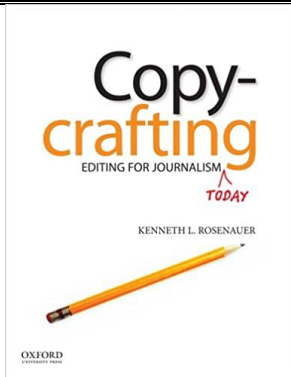
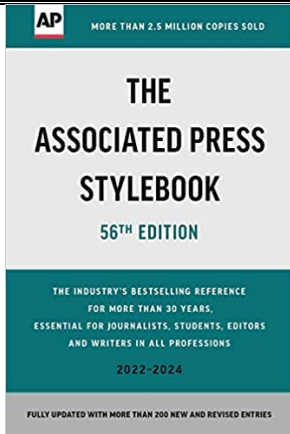
Research shows when students read, they understand the material; thus, they are learners. Make a commitment to be a learner.

Please note:

- See Covid-19 insert!
- See social distancing guidelines!
- Inform me if you are an a-state SPJ, NABJ, NPPA member!

Textbooks & Supplies

[Required, i. e. Bring to class every day]

TEXTBOOKS		
<p>The Newspaper Designer's Handbook by Tim Harrower and Julie Elman (7th ed.) ISBN-13: 978-0073512044 ISBN-10: 0073512044</p>	<p>Copycrafting: Editing For Journalism Today by Kenneth L. Rosenauer (1st Edition) ISBN-13: 978-0199763658 ISBN-10: 0199763658</p>	<p>The Associated Press Stylebook 56th Edition: 2022-2024 by Associated Press ISBN-13: 978-1541601659 ISBN-10: 1541601653</p>
		

Supplies:

- Dropbox Account
- LOCAL Newspaper of your choice.
- ONLINE Subscription to one of the following: *The New York Times*, *The Wall Street Journal* and *Washington Post*
- [BIC 4-Color Ballpoint Pen, Medium Point \(1.0mm\), Assorted Inks, 3-Count](#)
- [Mighty Bright 36801 Ruler Magnifier](#)
- [MagniPros 2X Magnifying Bar Magnifier Ruler with Guide Line\(so You Won't Miss a line\) Ideal for Reading Small Prints and Document](#)
- [Pacific Arc 12 inch Pica Pole Metal Ruler, with Pica, Points, Inches, and Agate Measurements, Stainless Steel Ruler for Drafting](#)
- [Bremar Precision Metal Rulers 12 Inch - Stainless Steel Corked Backed Metal Ruler - Premium Straight Edge Metal Ruler - Flexible Non-Slip Stainless Steel Ruler - Inch and Metric Steel Ruler 12 Inch](#)
- [Westcott Ga-86 Graphic Art Ruler 18 Inch or C-THRU Accu Spec II Type Gauge and Specifier Set gauge and specifier set](#)
- **16 GB** or larger flash drive
- Assorted Highlighters
- Permanent Black Marker
- Number 2 Pencils with eraser
- Pocket binder for syllabus, handouts, returned work and ongoing design file to hold design critiques

Course Name and Description: *MDIA 3063: Editing for Publications and the Web* | Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design for print and the Web. Prerequisite, MDIA 3013 (Multimedia Reporting). [2021-22 Undergraduate Bulletin](#)

Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Analysis of current design trends, utilization of desktop publishing software, creation of fliers, newspaper pages, magazine spreads, ads and information graphics, which will also be applied to the Web.

GOALS & LEARNING OUTCOMES

- Appreciation and understanding of how paginators approach their work and the tools they use, e.g. InDesign, Photoshop;
- Improving communication through analyzing, understanding and utilizing placement of text, photos, headlines, graphics, fonts and white space;

- Exposure to journalistic principles, style, ethics and law governing designers;
- Developing basic skills, including:
 - Applying principles, elements and components of modular design
 - Noticing good and weak design in media and your life
 - Using journalistic theory and principles to make design decisions
 - Using proper terminology in design discussions
 - Incorporating current design trends and principles into publication design
 - Learning keyboard shortcuts to avoid spending extra time with drop-down menus
 - Using text as both informational and design tool
 - Using graphic devices in an effective manner
 - Creating dummy layouts and completed designs using Adobe InDesign
 - Understanding photo composition and preparation for publication using Adobe Photoshop

SCHOOL OF MEDIA & JOURNALISM

PROGRAM LEARNING OUTCOMES

This course fulfills the following portions of the College of Liberal Arts & Communication's Three Foundations of Learning.

Three Foundations of Learning

THINK: The School of Media and Journalism promotes problem solving by enhancing students' ability to:

- Think critically, creatively and independently;
- Think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical
- Concepts;
- Understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture
- And national origin;
- Understand concepts and apply theories in the use and presentation of messages, images and information.

COMMUNICATE: The School of Media and Journalism promotes strong communication skills by requiring students to:

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

- Communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media.

BE PROFESSIONAL: The School of Media and Journalism promotes professional conduct and integrity by requiring that students:

- Understand the principles and laws of freedom of speech and press, and how they are applied nationally and internationally;
- Understand the history and role of professionals and institutions in shaping communications;
- Understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

GRADING SCALE & POINT DISTRIBUTION

The general range of each grade will adhere to these standards:

<p>Grade A Publishable design that's exceptionally well organized, thorough, visually attractive and essentially error-free. It uses appropriate, appealing and effective visuals and text that allows a reader/viewer to quickly understand the point of the communication. Copy corresponds with design and is ready to publish.</p>
<p>Grade B Publishable design that's well done, but requires minimal revising due to ineffective or unclear presentation, or a few grammar, style, spelling or minor factual errors.</p>
<p>Grade C Design might be adequate for publication, but only if substantially revised to fix the following needs:</p> <ul style="list-style-type: none">• Poor organization• Poor construction• More than a few grammar, style, spelling or minor factual errors need correcting
<p>Grade D Though it contains many necessary elements, major revisions required to fix design:</p> <ul style="list-style-type: none">• Lack of organization• Lack of purpose• Numerous style, grammar and spelling errors• Inadequate subject coverage• Unfair treatment of subject
<p>Grade F Cannot publish design due to serious defects including:</p> <ul style="list-style-type: none">• Incomplete design• Confusing design• Serious factual errors or fatal errors (written or visual)

- Information gaps
- Libelous statements
- Blatantly unfair treatment of subject or sources that reinforces societal stereotypes

Grading Scale

A = 100-90 | B = 89.9 – 80; | C = 79.9 - 70; | D = 69.9 - 60; | F = less than 59.9 – 0

Point and Percentage Distribution

ITEM	QUANTITY	POINTS	PERCENTAGE
TEXTBOOK 1			
Tests	9 qty x 100	900	15
Exercises	4 qty x 25	100	10
TEXTBOOK 2			
Tests	4 qty x 100	400	15
Exercises	21 qty	280	15
Design	10 qty x 10	100	25
Final Exam	1	100	10
Participation/Professionalism (assessed through attendance grade)	1	100	10
Total		1980 Points	100 %

CLASS POLICIES

Your responsibility includes knowing the syllabus and the General and Specific Class Policies.

General Class Policies

- Absolutely **NO** late assignments will be received.
- Absolutely **NO** makeups will be given.
- Missing 1 assignment, discussion or quiz deducts **5 points** off your final class grade
- Missing 2 assignments, discussions or quizzes deducts **10 points** off your final class grade
- Missing 3 assignments, discussions or quizzes deducts **15 points** off your final class grade.
- Missing 4 assignments, discussions or quizzes deducts **20 points** off your final class grade.
- Missing 5 assignments, discussions or quizzes deducts **50 percent** off your final class grade.

- Missing the Mid-semester exam or Final Exam reduces your final grade by **50 percent** and constitutes failure for the entire class.
- Arriving late and leaving early 2 or more times drops your final class grade by **10 points**.
- Arriving late and leaving early 3 or more times drops your final class grade by **30 points**.
- Arriving late and leaving early 4 or more times reduces your final class grade by **50 percent**.
- Absolutely **NO** cellphone use of any kind.
- Absolutely no food or drink in the computer lab.
- **NOTE: Failure to comply 5 or more times with the above policies constitutes complete failure for the class.**

Specific Class Policies

Please read all course policies and procedures carefully. If you have a question about course policies or procedures, what is expected of you in this class, or how grades will be calculated, please see your instructor immediately.

1. **Students with Disabilities:** If any student has a disability or problem requiring accommodation in order to succeed in the course, please contact me as soon as possible. Confidentiality will be maintained, and every reasonable effort will be made to meet the student's needs. Any student requiring accommodation must be registered with A-State's Office of Disability Services, 870 972 3964. If Disability Services recommends that any student should be allowed to take exams in their office, it is the student's responsibility to schedule that exam with them for the same date and time as the exam will be administered to the other students in the class.

<http://www.astate.edu/a/disability/faculty-resources/>

2. **Inclement Weather Policy:** The University remains open for all academic classes and all other services during inclement weather except in extreme circumstances. Any decision to close the University or to delay or cancel classes is made solely by the A-State administration. Information on campus closure can be found on the A-State web page, KASU, and local radio and television stations. All those who travel to the campus should use good judgment in making travel arrangements during inclement weather. If inclement weather prevents you from coming to campus and campus is not closed, please email me at tarmstard@astate.edu or call me at 870-972-3212.

3. **Attendance:** Sessions begin at 9:30 a.m. Your punctuality and attendance are expected. Roll will be taken at the beginning of class. It is important that you arrive before class begins. Students should read the University Class Attendance Policy (A-State Undergraduate Bulletin). In the event

a class meeting is canceled, go to Blackboard for instructions or online content. For 1000/2000-level courses, a failing grade can be given if the student misses more than twice the number of weekly meetings. In the event that a student miss class for an official university sanctioned event or activity, the student must provide written documentation from the organization by the next class attended. It is always better to inform the professor before the absence. Students who have absences excused by the university (for example students on athletic teams or other university organizations) will be allowed to make up the work or tests they have missed within one week of the absence period. Students that have three unexcused absences will receive a 50- point reduction on their overall point total. Points will be awarded for specified class sessions attended with a maximum of 100 points available. (100 points is equivalent to one grade level.)

4. Academic Misconduct Policy: Plagiarism (the act of taking and/or using the ideas, work, and/or writings of another person as one's own) is a serious offense against academic integrity which could result in failure for the paper or assignment, failure for the course, and/or expulsion from Arkansas State University. Plagiarism usually involves passing off the work, words, photographs, or ideas of others as your own without giving proper credit. If you have questions about what constitutes plagiarism, please ask me.

Cheating and misrepresenting photographs that are not the student's is considered an act of dishonesty. If a student is caught cheating and/or engaging in academic misconduct, the student will receive an F for the course. For further information, including specifics about what constitutes plagiarism or cheating, see A-State's Academic Integrity Policy at:

<https://www.astate.edu/a/student-conduct/student-standards/handbook-home.dot>

ADDITIONAL POLICIES

5. Policy on Electronic Devices: Personal use of cell phones; pagers; and other communications devices during class lecture time is inappropriate and disruptive to the learning environment. Students using these devices during class will be asked to leave, will lose that day's attendance points, and risk not being able to turn in assignments due that day, resulting in a deduction in points for late work.

6. Makeup Work: Students must complete and submit all exercises/assignments on the date and time they are due. It is each student's responsibility to be aware of due dates and to ensure they are met. Exercises or assignments will not be accepted late. Exercises will involve

collaboration and discussion with other students as well as independent work and writing. Certain exercises may require both in class and out of class work. You must complete all portions of an exercise to receive full credit for it. Some exercises will be due in class. In the event you cannot attend class when an exercise is due, you may have a colleague submit it for you. However, do not e-mail it to the instructor, place it on the instructor's door, slide it under the instructor's door, put it in the instructor's office mailbox, or give it to the department administrative assistant. Most exercises will be submitted electronically through Blackboard. It is imperative that you follow instructions closely when submitting documents. Clear submission instructions will be given at the time the assignment is made.

7. **Preparation** is vital to your success in this class! It is important that you read your textbook, watch videos, and review other assigned materials before class. In addition to some lecture notes, there will be considerable amount of discussion during regularly scheduled class-time.

8. **Sexual Misconduct Policy:** Arkansas State works to provide a safe, productive learning environment. Title IX and university policy prohibit sexual discrimination, which regards sexual misconduct — including harassment, domestic and dating violence, sexual assault, and stalking. Sexual violence can undermine students' academic success.

If you have been sexually assaulted, you can immediately speak with someone at NEARK's Family Crisis Center's 24-hour Sexual Assault Line: (870) 933-9449. Reports to law enforcement can be made to the University Police Department: (870) 972-2093
If you or someone you know has been harassed or assaulted, receive support from the Counseling Center and Pack Support. The Student Health Center provides Sexual Assault resources. Alleged violations can be reported non-confidentially to the Title IX and Institutional Equity office. It provides local, state and national resources for counseling, law enforcement, medical treatment, financial assistance, and legal services.

Title IX and Institutional Equity Coordinator

Perdeta Bush

title9@astate.edu

Phone: 870-972-2015

Administration Bldg., Suite 104

9. **Confidentiality and Mandatory Reporting:** I want to create a safe learning environment. The university also holds me accountable for a mandatory reporting responsibility related to my role as a faculty member and a student publications adviser. I want you to feel safe to share life experiences in classroom discussions, written

work, and during any individual meetings. I do not wish to share your private information, but I am required to share information about sexual misconduct or any crime that may have occurred on campus with the University. Students may speak to someone confidentially by contacting NEARK’s Family Crisis Center’s 24-hour Sexual Assault Line: (870) 933-9449.

10. PackSupport: PackSupport provides a one-stop resource for the A-State community to seek advice on general questions, college completion concerns, feelings of being overwhelmed, assistance from multiple offices, or how to handle concerning situations. The university uses the Starfish Retention Solution in hopes of helping every student stay on the path to graduation. Instructors post attendance, missed work, midterm grades and suggestions to withdraw from class through Starfish. The system alerts instructors, advisers and others in a student’s network. Students should update their PackSupport profile (hit the link for instructions) to control as much of their personal information as possible.

11. Disclaimer: Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes may be posted in the Announcements area of the Blackboard course website and/or by email (to each student’s campus email account.)

12. Excused Absence for University-Sponsored Events: It is the practice of Arkansas State University to allow students to participate in university-sponsored events, even when those events cause them to be absent from class. Students participating in university- sponsored events will be given reasonable opportunities to make up missed assignments and exams.

WEEK	DATE (Sun-Sat)	ASSIGNMENT/TEST DUE DATE	
		Textbook 1	Textbook 2
1	Jan. 9 th - 15 th <i>Note: Classes begin Tuesday, Jan.11th</i>		
2	Jan. 16 th - 22 nd <i>{Note: MLK Day No Class Monday, Jan. 17th}</i>		
3	Jan. 23 rd - 29 th	Intro Test	Quiz & Exercises Chs. 5 & 6

4	Jan. 30 th - Feb. 5 th	Exercise Ch. 1 Test Ch. 1	Quiz & Exercises Chs. 7 & 8
5	Feb. 6 th - 12 th	Exercise Ch. 2 Test Ch. 2	Quiz & Exercises Chs. 9 & 10
6	Feb. 13 th - 19 th	Exercise Ch. 3 Test Ch. 3	Quiz & Exercise Chs. 11 TEST 2 [Ch. 12]
7	Feb. 20 th - 26 th <i>{Note: Midterm Exams begin Feb. 22nd -28th}</i>	Exercise Ch. 4 Test Ch. 4	Quiz & Exercises Chs. 13 & 14
8	Feb. 27 th - Mar. 5 th <i>{Note: Midterm Exams end Oct. 12th}</i>	Test Ch. 5	Quiz & Exercises Chs. 15 & 16
9	Mar. 6 th - 12 th	Test Ch. 6	Quiz & Exercises Chs. 17 & 18
10	Mar. 13 th - 19 th	Test Ch. 7	Quiz & Exercises Chs. 19 & 20
11	Mar. 20 th - 26 th	SPRING BREAK WEEK	SPRING BREAK WEEK
12	Mar. 27 th - Apr. 2 nd	Test Ch. 8	Quiz & Exercises Chs. 21 & 22
13	Apr. 3 rd - 9 th	Test Ch. 9	TEST 3 [Ch. 23]
14	Apr. 10 th - 16 th		Quiz & Exercises Chs. 24 & 25

15	Apr. 17 th - 23 rd	10 Page Newspaper Design Due	Quiz & Exercises Chs. 26 & 27
16	Apr. 24 th - 30 th <i>{Note: Last Day of Class Thursday, April 28th}</i>	{Portfolio Presentation} Complete Textbook 2 TEST 4 [Ch. 28]	
17	May 1 st - 7 th <i>{Note: Final Exams All Week!}</i>	Final Exam Due	

COVID-19 University Technology Recommendations for Students

Technology (hardware and software) and internet access will be key to course success in Spring 2021. Please check the following list to be certain you have the technology needed to be successful in your courses.

1. *Internet Access—You should make arrangements to have access to the Internet, preferably high-speed Internet, for the duration of this course. A wired, high-speed, Internet connections (ethernet cable), is highly recommended especially when taking a test.*
2. *Computer Operating Systems*
 - *For PCs: Windows 8+*
 - *For MACs: OS 10.13+*
 - *For Cellular Phones: iOS or Android*
3. *iOS Devices, any of these options should work; however, completing most course assignments will need a computer:*
 - *iPhone 6s or later, iPad Air 2 or later*
4. *Android Devices, any of these options should work; however, completing most course assignments will need a computer:*
 - *Samsung Galaxy (S9+, Note 9+), Google Pixel (3A+), OnePlus (7T+)*
5. *Software—You will be the most successful in this course if you have access to a computer with the following software installed:*

- *Microsoft Office –Excel, Power Point and Word.* A-State has secured for you access to the latest MS Office software for both Mac and PC users. For more information, please visit the [software download](#) page where you will find other tools needed to be successful in this course.
 - *Students are welcome to use Mac Applications such as Keynote, Numbers, and Pages, but please plan to convert these documents to the Microsoft file types prior to assignment submission. This course technology requirement also applies to Google Slides, Sheets, and Docs.*
 - *Browsers, Plug-ins, Players and Viewers—to take full advantage of all the features in this course, be sure you have the right technology at your fingertips. This includes:*
 - *Blackboard-supported browser - Firefox 60+, Chrome 74+, and Safari 12+ (Internet Explorer is no longer supported) are compatible with the current version of Blackboard.*
 - [Acrobat Reader](#)
 - *It is recommend running the [Blackboard Browser Check](#) to verify installed plug-ins on your computer*
6. *Additional Computer Hardware: web camera, microphone, and speakers (can be internal hardware already available on your computer)*

Social Distancing Guidelines for Multimedia Journalists

In an effort to provide students, faculty, and staff a safe place to learn and work, the Arkansas State School of Media & Journalism (SMJ) will be following all suggestions and guidelines as set forth by Arkansas State University. For information regarding the University’s Return to Learn plan please visit the Novel Coronavirus webpage at:

<https://www.astate.edu/safety/novel-coronavirus/>

In addition to these guidelines, A-State SMJ has also created additional social distancing guidelines for MMJ students in reporting classes. These are based on published professional guidelines.

Interviewing

- If possible, conduct interviews via telephone or video conference. If you plan to record the call or video conference, please ask permission of the person being interviewed.
- Only interview persons face-to-face if there is no other option. If you do, take the following precautions:
 - Wear a facemask

- Stay at least 6 feet away from interviewee
- Do not use a lapel mic for the interview
- Do not shake hands with interviewee
- Wash hands before and after the interview

Attending events and meetings

- If possible, attend live streaming of events.
- If attending an event or meeting, take the following precautions:
 - Wear a facemask
 - Stay at least 6 feet away from other attendants
 - Wash hands before and after the event or meeting

Using Audio/Video equipment

- SMJ Students will be supplied with one Audio PPE Kit at the start of the semester. The kit Contents:
 - 2 Pair of Medium Headphone/Headset Sanitary Ear Covers
 - Fits smaller headphones, such as the ones in Room 155B.
 - 3 Pair of Large Headphone/Headset Sanitary Ear Covers
 - Fits larger headphones. These should fit all headphones or headsets in other classes, K-Labs, Equipment Room Kits, Control Room, and Mobile Production Units.
 - 5 Sanitary Microphone Covers
 - Fits all U&O stick microphones.
 - All other microphones within the department will be maintained and sanitized by Engineers or Equipment Room Attendants.
- It is the responsibility of the student to use items from these kits in public spaces where shared microphones and headsets are provided.
- It is the responsibility of the student to keep up with and maintain the cleanliness of these washable audio covers.
- If lost or damaged, additional protective audio covers can be purchased at the SMJ Front Desk.
- Additional Audio PPE will be provided by Engineers in cases where productions feature visitors, guest talent, or any other outside production crew.

SMJ Equipment Room

- Equipment will be sanitized by Equipment Room Attendants upon its return to the Equipment Room.
- All kits will rotate on a “Last In, Last Out” basis to allow as much time as possible for extra decontamination.

- Students are strongly encouraged to use the provided Audio PPE Kits when using items from the room such as headphones and microphones.
- Students SHOULD NOT take cleaning responsibilities into their own hands without first contacting an Engineer.
- Only approved cleaning solutions should be used on the equipment.

Radio, TV, DDNS and Herald labs and offices

- Social distancing limits posted in each room must be followed.
- Personal Protective Equipment (“PPE”) must be used.
 - Face coverings must be worn by all individuals when in these areas.
 - All camera operators, control room, and trailer positions will be required to wear gloves while handling equipment.
- Hand sanitizer and alcohol wipes will be provided in each area.
- All surfaces and equipment must be sanitized before and after use with EPA approved cleaning solutions.
- Headsets and Other Equipment (Microphones, Case Handles, Cameras/Lenses and Monitors).
 - Students are strongly encouraged to use Audio PPE Kits.
 - Headsets and other equipment will be sanitized before each event.
 - High touch surfaces will be cleaned prior to each event (this includes monitors, handrails, handles, etc.).
 - Users will be provided with approved cleaning supplies to sanitize work-stations and equipment before each event.
 - In order to avoid damage to equipment, NO cleaning sprays will be used in control room.
- Signage will be posted in production areas outlining reminders for social distancing, hand washing and personal hygiene tips.
- No food or drinks will be allowed in any lab or studio.
- Control Room Reconfiguration
 - The ASUTV Control Room has been reconfigured to follow social distancing guidelines.

COVID-19 University Syllabus Statement with

Technology and Social Distancing/Protective Equipment Recommendations

University Syllabus Statement

Arkansas State University has made every effort to provide a safe and comfortable learning environment for our return to in-person instruction during the Spring 2021 semester. The University is following the most up-to-date guidelines set forth by the Arkansas Department of Health and the Centers for Disease Control and Prevention.

Given the uncertainty surrounding the continuing threat from the COVID-19 pandemic, we acknowledge there is potential for the interruption of in-person instruction during the course of this semester. While it is the goal of the institution to offer traditionally face-to-face classes, the social distancing measures arising out of the COVID-19 pandemic have caused many of the classes to be offered in a hybrid format this semester (i.e., a combination of face-to-face and remote modes of delivery). This means nearly every course offered will have a component where internet access is essential to course success. Students are strongly encouraged to secure Wi-Fi access they can use for the semester either on or off campus. The purpose for this strategy is to protect our students, faculty, and staff while adhering to physical distancing recommendations from public health officials while accomplishing the course learning objectives.

If the university transitions to all-online instruction, campus housing will remain available for students who do not have a safe place to move or who do not have access to the internet elsewhere. Students who leave campus will need to ensure that they have reliable access to the internet to continue their course work. Web cameras may also be required by instructors to facilitate remote instruction (**please see technology recommendations section below**). University officials will provide students with as much advanced notice and information as possible if the transition to all-online instruction becomes necessary.

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.