



**Syllabus**

**Course Name:** Editing and Layout

**Course Number:** COMM 2305

**Semester & Year:** Spring 2021

**Instructor Information**

Name: Laronda M. Bailey

E-mail: [laronda.bailey@texarkanacollege.edu](mailto:laronda.bailey@texarkanacollege.edu)

**Emailing the Instructor: Email the instructor from your TC email address with any questions or concerns. Please list your name and course in the “Subject” line. Response to emails typically occurs within 24 hours.**

**Office Hours: Monday, 2-3 pm; Tuesday, 9:30-11 am; Wednesday, 2-3 pm; Thursday, 9:30-11 am; Friday, 8 am-12:30 pm**

**Textbook Information:**

Bowles/Borden. *Creative Editing*. 6<sup>th</sup> edition (instructor will provide material)

*The Newspaper Designer’s Handbook*, 6<sup>th</sup> edition (instructor will provide material)

**Materials needed:**

- *Computer and wifi; access to Internet is required for online classes*
- *Black or blue pen; pencil, highlighters; notebook paper (for personal planning and organization of materials)*

**Course Description:**

**Editing and layout processes with emphasis on accuracy and fairness, including the principles and techniques of design.** Includes AP newspaper style, headline writing, proofreading, page makeup, electronic editing and page design.

**Student Learning Outcomes:**

- Demonstrate proficiency in editing and designing modern magazines and newspapers
- Demonstrate knowledge of fundamental basics of InDesign for pagination, layout and design, and typography for print and multimedia
- Demonstrate understanding of positioning photographs and informational graphics
- Demonstrate knowledge of digital and media design ethics

**Course Requirements:**

**Grading:** A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59

**Student Assessment:**

Assignments and Assessments	Percentage of overall grade
<ul style="list-style-type: none"><li>• Edit and Layout Assignments</li><li>• Edit and Layout Design Final Project</li></ul>	50%

Chapter Tests	30%
Daily Assignments (Must be given to instructor on the due dates/week)	20%

**Course Evaluation:**

**1. Edit and Layout Assignments**

There will be at least five assignments that will require students to apply concepts learned in class through designing.

**2. Edit and Layout Design Final Project**

Using stories, photos, and other accompanying material provided by the instructor, students will create a 4-page design as their final project. A grading rubric will be provided for the ELFD Project.

**3. Chapter Tests** – All exams will be taken in Moodle and given a time limit.

**Computer Requirements**

**Access:** This is an online course. You will need to have access to a computer. It is best if you have high speed internet access. If you have Dial-up, it may be difficult to download videos and other materials.

Operating System:

Windows Operating System		Mac OS X Operating System	
Minimum System Requirements		Minimum System Requirements	
Operating System:	Windows XP	Operating System:	OS X 10.6 (Snow Leopard)
Processor:	1.7 GHz	Processor:	1.83 GHz
RAM:	1 GB	Memory:	1 GB
Browser:	Firefox 4.0 Internet Explorer 8	Browser:	Firefox 4.0 Safari 4.0

**Computer Hardware Requirements:**

- Internet Access: High speed internet connection such as cable modem or DSL
- Processor: 2GHz processor
- Memory: 1GB RAM; 4 GB free hard drive space
- Some courses and/or assignments may require the use of a webcam.
- The learning management system is optimized for desktop displays; tablet and smartphone users should use the Mobile Apps. **Always** use a wired desktop or laptop to take you quizzes and exams on.

**Communication between Instructor and Student**

All communication in the course will be conducted through email or telephone. I will respond to emails within 24-48 hours. If you have not received a reply within that time

limit, please resend. All email communications must be through your TC email account.

Feel free to give me a telephone call during office hours. Email is the preferred method of communication.

## Grading

**Online Issues: Texarkana College is not responsible for issues related to your computer or internet service. Problems with your computer or internet service are not an excuse for not completing your assignments by their deadline.**

## CLASS SCHEDULE

<u>Week</u>	<u>Activities in Teams</u>	<u>Assignments Due</u>
Week 1	<ul style="list-style-type: none"> <li>Review course requirements</li> <li>Syllabus Acknowledgement</li> <li>Review Newsroom Role PDF</li> </ul>	Newspaper Observation
Week 2	<ul style="list-style-type: none"> <li>Overview of AP Stylebook</li> <li>Introduction to InDesign</li> </ul>	Introduction to Adobe InDesign
Week 3	<ul style="list-style-type: none"> <li>Chp 1 CE (Creative Editing): The Copy Editor's Role</li> <li>Chp 2 CE (Creative Editing): Parts of Speech</li> </ul>	Common Design Mistakes Response Paragraph Copy Editor/Editor Assignment
Week 4	Chapter 1, Designer's Handbook (See PDF) EXAM: Chp 1 and Chp 2 (CE)	EXAM: Chp 1 and Chp 2 (CE)
Week 5	<ul style="list-style-type: none"> <li>Read Chp 3 <i>CE</i></li> <li>Read Chp 2 <i>Design</i></li> </ul>	<b>Project 1: Creating a Postcard</b> Assignment No. 2: Consistent Style and Correct Words
Week 6	<ul style="list-style-type: none"> <li>Chapter 4 <i>CE</i></li> <li>Chapter 3 <i>Design</i></li> </ul>	Assignment No. 3: Checking Facts
Week 7	<ul style="list-style-type: none"> <li>Chapter 6 <i>CE</i></li> <li>Chapter 4 <i>Design</i></li> </ul>	Reading Response <b>Project 2: Photo Spread with an Illustration</b>
Week 8	<ul style="list-style-type: none"> <li>Chapter 5 <i>Design</i></li> </ul>	<b>Project 3: Business Card</b>
Week 9	<ul style="list-style-type: none"> <li>Chapter 6 <i>Design</i></li> </ul>	<b>Project 4: Newsletter</b>

Week 10	• Chapter 7 <i>Design</i>	Forum
Week 11	• Chapter 8 <i>Design</i>	Response Paper
Week 12	• Chapter 9 <i>Design</i>	<b>Project 5: Web site (Blog)</b>
Week 13	Assign Final Design Project	
Week 14	Work on Design Project	
Week 15	Work on Design Project	
Week 16	FINAL PROJECT PRESENTATION	<b>Project 6: Final Project (Newspaper or Magazine)</b>

### **Disability Act Statement:**

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. **Please contact Tonja Blasé, Director of Retention and Disabilities Services, at 903.823.3349**, or go by the office located in the Palmer Memorial Library on the first floor for personal assistance.

If a student has an accommodation letter from the Recruitment, Advisement, and Retention Department indicating that he or she has a disability that requires academic accommodations, the student should present the letter to the instructor so accommodations can be made. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make the accommodations.

**Needs Statement:** Any student who has difficulty affording groceries or accessing enough food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in this course or ability to remain in school, is urged to contact **Tonja Blasé, Director of Student Retention, at 903.823.3349**, for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

### **Attendance Policy:**

Texarkana College's absentee policy allows instructors to withdraw a student from a course due to excessive absences. Attendance is determined based on the online student's participation in the weekly assignments and writings. Failure to log-in and access weekly material and/or meet due dates and deadlines constitutes ABSENCES.

In some workforce/vocational areas, such as nursing and cosmetology, certification requirements necessitate an absentee policy that is more stringent than the institutional policy. In these instances, the matter of certification takes precedence over local policies, since certification policies are established by the State of Texas.

**Faculty members are not obligated to provide opportunities for students to make-up missed assignments and tests as a result of a student's absence(s).**

**Experience demonstrates that regular participation in coursework enhances academic success. As such, students are expected to meet the requirements of their registered courses.**

A student should not stop performing in an online class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops performing in the class after the published Last Day for Students to Drop, the student **may** receive a grade of "F" in the class. The instructor will submit the last date of activity for students receiving a grade of "F" or "W".

**Withdrawal** from a course(s) **may** affect a student's current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.

**Excused Absences:**

A student's absence due to school trips and/or school business will not be counted against a student's allowable number of absences. Military duty and absences for Holy Days (FBD LEGAL) are covered in a separate section of the catalog and the student handbook. These are the only excused absences that are considered by Texarkana College.

If a student is excused for a Texarkana College extracurricular activity, religious holiday, or military service, the student must receive prior approval from the Dean of Students and the instructor. Assignments must be completed prior to the excused absence.

**Responsibility for work missed for any absence is placed on the student.** Instructors are required to allow students to make up work missed if the absence is due to an excused absence when students follow the correct notification procedures. **Instructors are not required to allow students to make up work for absences due to other reasons.**

**Maximum Allowable Absences:**

After official registration, **4 unexcused absences or failure to log-in and access online material for two weeks will be the maximum allowable** before a student **may** be dropped from the class. Mandated program certification requirements detailed for certain programs regarding the maximum allowable unexcused absences takes precedence over the following information.

**Make-up Policy:**

If the student misses assigned work, it is the student's responsibility to make arrangements to complete the assignments within one week. **However, forums and activity grades cannot be made up unless arrangements are made with the instructor via email.**

**Academic Dishonesty Policy/Academic Integrity Statement:**

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an "F".

This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses. This information can be found in the Student Handbook at <https://texarkanacollege.edu>.

**Financial Aid:**

**Attention!** Dropping this class may affect your funding in a negative way. You could owe money to the college and/or federal government. Please check with the Financial Aid office before making a decision.

**Drop Date:**

The official drop date for the course is **Friday, April 16, 2021**. This is the last date for the student to drop this course with a **W**.

**Viewing Grades:**

Grades are available for viewing throughout the semester under the student's MyTC portal.

**TC Email:**

Students should check their TC Email account on a regular basis to check for general information sent from campus or instructors.

**Student Support, Computer Access, Tutoring:**

- **Library Hours**

M-Th 7:30 a.m. – 9 p.m.                      F 7:30 a.m. – 4 p.m.                      Sunday 2-9 p.m.

- **Student Support Services (Tutoring) in library second floor**

M-Th 8 a.m.-7 p.m.                      F 8 a.m. -4 p.m.                      Sunday 2-9 p.m.

- **Testing Center (Library first floor)**

M-Th 8:30 a.m. – 6 p.m.                      F 8:30 a.m. – 3:30 p.m.                      Sunday 2-6 p.m.

- **Help Desk – TC Login Problems**

**903-823-3030**                      M-Th 8 a.m. – 5 p.m.                      F 8 a.m.-4 p.m.

### **Class Policies:**

- Go online frequently and read the week’s posts and assignments for the course.
- If you have ANY TECHNOLOGY issues, contact Texarkana College IT as soon as possible. The instructor cannot help you with any issues related to your ability to access wifi, your email, or this course.
- Submit assignments before the submission portal closes.
- Post in all FORUMS as they are used to check your attendance and participation.
- Follow online etiquette guidelines.
- Check your TC email at least twice weekly for instructions and clarifications.
- Communicate! If you have any questions, concerns, problems, etc., email me through my TC email: [Laronda.bailey@texarkanacollege.edu](mailto:Laronda.bailey@texarkanacollege.edu). I cannot help you if I do not know about your issues.
- Students in this course are held accountable to all policies and procedures outlined in the Texarkana College Student Catalog/Handbook.

**Please add the number for Campus Police to your cell phone: 903-823-3330.**

**When on campus, all emergency calls should go to TC Campus Police, then 911 if needed.**

### ***Final note~***

Everything we do in this course is designed to help you have a successful college career. If something is going on in your personal life that interferes with your success in this class, I cannot help you if you do not communicate with me. I am looking forward to working with each one of you this semester!

**NOTE:** *The above guidelines are subject to amendment by the instructor at any point during the semester. Students will be notified if any changes occur.*

### **Alternate Operations during Campus Closure**

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, Texarkana College may need to move to altered operations and course delivery methods. During this time, Texarkana College may opt to continue delivery of instruction through methods that include, but are not limited to: online learning management system (Jenzabar or Moodle), online conferencing through TEAMS, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Texarkana College's website ([www.texarkanacollege.edu](http://www.texarkanacollege.edu)) for instructions about continuing courses remotely, instructor email notifications on the method of delivery and course-specific communication, and Texarkana College email notifications for important general information.

### **COVID-19 Online/Virtual Environment Instructional Commitment**

The ongoing Covid-19 situation will require that some course materials and instruction are provided through an online and/or virtual format. Even if all or a portion of a class was originally scheduled to meet face to face, social distancing guidelines associated with Covid-19 will limit the number of students who are able to attend face to face classes in person simultaneously. Further, circumstances

associated with Covid-19 could cause the college to be forced to shift completely to an online and/or virtual delivery at any time during the semester. While TC faculty members are committed to providing students the option of face to face instruction if possible, students should be prepared to continue their classes in an online and/or virtual environment if necessary. Texarkana College is committed to maintaining engaging, high quality instruction regardless of the delivery format.

*TC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs or activities. The Human Resources Director is designated to handle inquiries regarding the nondiscrimination policies: 2500 N. Robison Rd., Texarkana, TX, 75599, (903) 823-3017, [human.resources@texarkanacollege.edu](mailto:human.resources@texarkanacollege.edu)*

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