I. TITLE OF COURSE: JN1313- Media Practicum I

II. COURSE DESCRIPTION: Three **credit hours**
Two **credit hours of lecture and** One **credit hours of lab per week.**

Media Practicum is a time for student to learn and practice skills for producing news in today's society: news writing, interviewing, editing, news budgeting, photography, advertising, ad design, social media, marketing, video, graphics, posting to web, interactive storytelling and pagination layout. Students will produce content and distribution for the college newspaper, the Crusader, and/or the website, Crusader News.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: None

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Department Statement: The mission of the Humanities and Social Sciences is to foster an appreciation of the role that the humanities and social sciences has played in the evolution of civilized society and to explore the ways that an understanding of theory and practice in philosophy, the social and behavioral sciences, the fine arts, and written and oral expression will enable students to participate thoughtfully in a global society.

Program Statement: The journalism program of SCCC is dedicated to teaching students to competently and fairly report news in the student newspaper and online newspaper forums while learning life and career skills. The journalism program will present opportunities to learn skills in news writing, design, mass media, photography, marketing, social media, web sites and design. The journalism program will emphasize that ethics, accountability, and integrity are intrinsically tied to a responsible citizenry.

IV. TEXTBOOK AND MATERIALS:

 Kanigel, Rachel. The Student Newspaper Survival Guide. 2nd edition. United Kingdom: Wiley-Blackwell, 2012.

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

VI: Exhibit skills in information and technological literacy

IX: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI. COURSE OUTCOMES:

 1. Because students will choose from a variety of interests to study, each student will have somewhat unique outcomes. Some students begin with little knowledge in their chosen area and will gain a broad foundation of knowledge on which to build, whereas a student who has had prior experience in an area will gain expertise in that area. Each project completed by a student should be an example of knowledge gained and skill applied. This knowledge and

expertise will be noted as each project is evaluated.

2. By the end of the semester, students will have been encouraged to think critically by gathering facts, generating insights, analyzing data, and evaluating information.

VII. COURSE OUTLINE:

Because of the individual nature of the class covering a spectrum of first semester through fourth semester students, not every student may work extensively in every area; however, an overview of the following topics will be expected.
1. Interviewing
2. News writing
3. Editing/AP style
4. Newspaper design
5. Cameras and cutlines
6. Website design
7. Interactive Storytelling
8. Social Media strategies
9. News budgeting/assignments
10. Macintosh computers
11. Advertising/billing
12. Ad sales and design
13. Distribution
14. Editorial responsibilities

VIII. INSTRUCTIONAL METHODS:

1. Written and practical assignments
2. Class lecture
3. Multimedia presentations
4. Design and practical assignments
5. Online Quizzes
6. Portfolio and rubric critiques.

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. The Student Newspaper Survival Guide
2. Associated Press Stylebook and AP Stylebook.com
3. Resources made available on Canvas course management site homepage.
4. Individual project materials
5. Industry texts, magazines, and materials

X. METHODS OF ASSESSMENT:

Outcome 6:
1. Students will learn to use Macintosh computers, which are the industry standard. Assignments will be typed and filed on Macs using networks, and advanced practicum students will learn technology required for layout and pagination procedures as well as web production. Practicum students will learn basic Photoshop; digital camera skills; how to work the back end of a website (admin panel); set up plug-ins; and simple CSS/html code as part of the technological literacy required for this course.

2. Completion of 12 projects.

3. Instructor/student critique rubrics.

4. Online quizzes.

Outcome 9:
1. Students will communicate with others using interviewing techniques; they must then communicate findings with readers through journalistic pieces. The staff will learn to recognize the demographics of their readers to effectively reach them.

2. Weekly assignment sheets recording class assignments, deadlines, and completion dates of assignments.

3. Case studies, activities and quiz covering media ethics and press laws.

XI. ADA STATEMENT:
Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobble Academic building, room 149 A.

Syllabus Reviewed: 10/15/2018 14:33:22