

Computer Applications for Journalists

JOUR 2200, Fall 2009

Professor	Nancy Durr	Jacqi Serie	Thorne Anderson	CJ Record
Phone	940-369-7258	940-565-4265	940-369-5102	940-369-8042
E-mail	durr@unt.edu	jserie@unt.edu	Thorne.Anderson@unt.edu	cjrecord@unt.edu

Description Journalism is a highly technology oriented industry. This course is designed to develop the skills necessary to be successful in whatever aspect of the journalism industry you've chosen.

What You Will Learn The course is divided into classroom discussion and software application instruction. The classroom discussion will focus on theory, design, intellectual property, and electronic networks. Specifically this course will teach the competencies that journalists use in these digital work environments:

- desktop layout and publishing
- basic web site design, layout and tracking

You'll have the chance to learn the following software applications as they relate to your sequence:

- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat
- WordPress
- Apple iMovie

You will develop projects as pieces of work for your portfolio.

In addition to these technical skills, you will also develop professional skills necessary to your survival and success in both the academic and business worlds. These skills include:

- organization
- time management
- deadline awareness
- presentation skills

Enrollment Policy Each semester, you'll need to print your official transcript, highlighting all of the journalism courses that you have taken. You'll use this transcript to obtain codes in the journalism office before registering for classes.

The Mayborn School of Journalism, as of November 2006, will no longer allow students to take a course more than twice. Once you have waited 12 months after receiving a D or F in a course twice, you may

make an appeal to the professor teaching the course to be allowed to enroll a third time.

Texts

The non-designers design book, 3rd edition, Robin Williams (**required**)

In accordance with HB 1096 "A student of this institution is not under any obligation to purchase a textbook from an university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer."

Supplies

USB Flash drive (**2 GB required**, 4+ GB recommended)

- or -

External Hard Drive, Mac-compatible (recommended, LaCie or Western Digital are known to be compatible)

Macintosh-compatible headphone (recommended)

Portfolio

There are four major portfolio projects in this class. Each project **MUST** be in the black, 1" portfolio binder when it is turned in. The binder should have your name clearly marked on the outside. Each project should be separated from the other projects by a page divider. (See attached handout)

Office

Hours

All instructors will be available before and after class for consultation, and other times by appointment. Our virtual offices are always open, just email and we promise to respond within 24 hours, except weekends. Each section's instructor will give you times she or he is available for office hours.

Class

Protocol

Once in the classroom, you'll need to silence your cell phone and keep it packed inside your purse or backpack. When class instruction is occurring, you may not surf the web or check email; if you do so, you will be asked to leave that class and you will be counted absent.

Attendance

This is a hands-on, skills based course therefore it is important to attend every class and to be on time. **One absence** in the course is the limit without penalty toward your final grade, unless you have communicated with the instructors from the beginning about an **extraordinary** problem. Each absence after the first will result in a 5-point deduction from your final grade.

If you're late to class, it is your responsibility to make sure that you weren't counted absent. Three late attendances will be counted as an absence.

If you miss class, it is your responsibility to keep up with changes in this syllabus and additional assignments.

Quizzes (6)	20%
1) Macintosh Skills	
2) Weblog Setup	
3) Chap 1-5	
4) Chap 7-10	
5) Web Design	
6) Newsletter Terms	
Print and Web Design Critiques	15%
Photoshop: in-class and lab assignments	5%
Photoshop Portfolio	15%
InDesign: in-class and lab assignments	5%
InDesign Portfolio	15%
Adobe Acrobat	10%
iLife suite	5%
Presentations (2)	10%

Evaluation

No late assignments will be accepted. Deadlines are deadlines. Period. Assignments and projects will given a 0 if turned in later than their due date and time.

If you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor *before* the project is due.

Grammar, spelling and punctuation count, both here and when you get a job. *Spell check your work.* It is at the discretion of the instructor to return assignments containing spelling or punctuation errors ungraded.

In-class assignments are due at the end of the class period. Lab assignments and portfolio projects must be completed by the deadline date noted on the course outline.

Each skills assignment and portfolio project will be allowed one revision. Revisions will be due two weeks after the initially graded project is returned to the student.

Extra Credit will be offered at the discretion of the instructor.

Academic
Honesty

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, copyright infringement, and similar uses of other people's work are unacceptable. Discussions of fair use, copyright, trademark, and other laws and honor codes pertaining to creative work will be discussed in class. If in doubt, ask.

FPO (standing for "For Placement Only") means just that, and these initials will be attached to images you'll be using from photo stock books and CDs for class work. These images are not available for use in any other circumstance, including work for *The NT Daily* and real clients, non-profit or otherwise. If you find an image from a stock book or CD that a real client would like to use, then that client must buy rights for that image.

Plagiarism

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It's a firing offense in the professional world. In this department, students face a range of penalties for plagiarism (depending on the importance of the assignment): a grade of "F" on a minor assignment; a request that the student drop the class; withdrawal of the student from the class, initiated by the professor; an "F" in the course; a referral to the UNT Center for Student Rights and Responsibilities; a notation on the student's transcript; and expulsion from the university. A combination of these penalties may also be used.

Special
Needs

If you require an accommodation based on disability, we would like to meet with you privately during the first week of the semester to ensure that you are properly accommodated.

Syllabus

Attached is the class outline. It is subject to change if situations demand it. Class time will be primarily devoted to learning software applications; however, other class assignments may be completed during that time after in-class work is complete.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective 1 September 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 2200 in Fall 2009, will help to meet the student learning outcomes that have been checked by your instructor, Thorne Anderson.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practice.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- 4 Understand concepts and apply theories in the use and presentation of images and information.
- 4 Work ethically in pursuit of truth, accuracy, fairness and diversity.
- 4 Think critically, creatively and independently.
- 4 Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- 4 Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- 4 Apply tools and technologies appropriate for the communications professions in which they work.

Syllabus Agreement and Class Contact Form

Fall 2009

By signing this form, I agree that I have read and understood the policies laid out in this syllabus for JOUR 2200 during the Fall semester of 2009. I agree to follow these policies.

Printed: _____

EUID #: _____

Signature: _____

Section: _____

E – mail: _____