



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**NEWSPAPER PRODUCTION IV  
MCM2463 2 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the Freshman or Sophomore year.

**Catalog Description:**

**MCM 2463 - NEWSPAPER PRODUCTION IV (2 hrs)**

Class members serve on the college's student newspaper, The Cowley Press. The course is based on individual student needs in journalism. Class includes sessions on newspaper writing, editing, design video, and photography. A maximum of eight credit hours may be earned in these courses, two hours for each semester the student is enrolled.

**Prerequisites:**

None

**Controlling Purpose:**

A global understanding of the newspaper production process is essential to print media majors. This course will emphasize the methodology of print media, specifically newspapers, and the production of a student newspaper.

**Learner Outcomes:**

Upon completion of this course, the student will develop an overall perspective of the production of newspapers and their effects on the general public. The student will gain knowledge in the resources and tools available to workers in print media and how these are used to communicate.

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been

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achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1: DEADLINES</b>						
Outcomes: Student will demonstrate the ability to meet deadlines consistently in all phases of production.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Submit stories on time.
						Submit photographs on time.
						Submit page layouts on time.
						Submit advertisements on time.
						Submit graphic elements on time.

**UNIT 2: STORY CONTENT/ORGANIZATION**

Outcomes: Student will demonstrate the ability to organize a story from his/her research, paying particular attention to the lead, the body, and the ending of the story.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Develop a balanced story that includes quotes from both sides of an issue.
						Develop an organized story that includes smooth transitional paragraphs.
						Develop a story that is factual in nature.
						Develop a story with a direct lead paragraph: Five Ws and H.
						Develop a story with a delayed lead paragraph.

**UNIT 3: ASSOCIATED PRESS STYLE/COWLEY PRESS STYLE**

Outcomes: Student will demonstrate the ability to follow AP and Cowley Press style in all written components of the newspaper.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Utilize correct Associated Press and Cowley Press style when writing stories.
						Utilize correct AP and Cowley Press style when writing cutlines.
						Utilize correct Cowley Press style when laying out pages.

**UNIT 4: PAGE LAYOUT AND DESIGN**

Outcomes: Student will demonstrate the ability to lay out and design pages for The Cowley Press using modular layout.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Layout and design pages in modular format (attractive squares and rectangles) using appropriate software.
						Develop attractive pages using a dominant piece of artwork.
						Effectively use style sheets in order to make the designs easier to read and more consistent.

**UNIT 5: PHOTOGRAPHY**

Outcomes: Student will demonstrate the ability to take clear, focused pictures, develop the film and print from the negatives.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Effectively use a digital camera to take clear, in-focus pictures for the newspaper.
						Prepare digital pictures for publication using Photoshop.

**Projects Required:**

Participation on the staff of The Cowley Press

**Textbook:**

Contact Bookstore for current textbook.

**Materials/Equipment Required:****Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

**Maximum class size:**

15 students

**Course Time Frame:**

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.