
COM 293: News Editing and Design **Shippensburg University, Spring 2022**

Mondays and Wednesdays, 3:30-4:45 p.m.
Rowland 206

Professor: Kyle Heim, Ph.D.

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(717) 477-1152

Rowland Hall 123



NOTE: Because of the unpredictable nature of the COVID-19 pandemic, adjustments may need to be made to the syllabus and course schedule. Some class sessions may be held online via Zoom. Check the course D2L site (<https://d2l.ship.edu>) and your Ship email account for announcements and updates.

University COVID-19 mask policy

Students must wear a face mask at all times in class and in campus classroom buildings. This includes covering of **BOTH** the nose and mouth. Students who fail to comply with this policy may be asked to leave the class. Student violations also will be reported to the Office of Student Conduct. More information about the individual's responsibility to protect the health and well-being of the entire campus community can be found on the university's website at <https://raiderrespect.ship.edu/>.

Office hours

Tuesdays and Thursdays, 11 a.m. – noon

Wednesdays, noon – 3 p.m.

Schedule an appointment at <https://calendly.com/krheim/officehours>.

Don't hesitate to meet with me in my office (Rowland 123) or via Zoom if you need help or have course-related questions. Sign up for an appointment at the link listed above. If none of the available times works for you, please email me, and we can arrange a different time.

Course description

This course introduces students to the basic principles and techniques of news editing and design. Students will learn how to select and edit news stories and photographs for multiple platforms. Students also will learn the fundamentals of page design and headline writing. **Prerequisite:** Students must have achieved a C or better in COM 285 (News Writing and Reporting) to participate in COM 293.

Course goals

By the end of the semester, students will be able to:

- exercise news judgment
- correct grammar and spelling errors in copy
- edit copy to adhere to Associated Press style
- edit copy to improve story structure and flow
- select and edit wire service copy

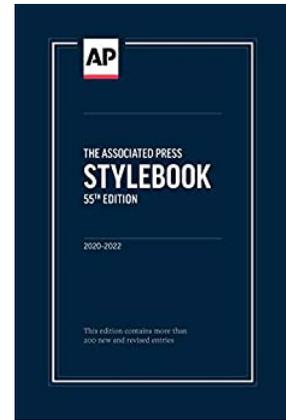
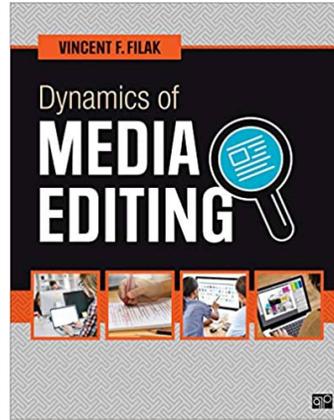
- design news pages using Adobe InDesign software
- write effective headlines optimized for multiple platforms
- select and crop photos and write effective captions

REQUIRED materials

Dynamics of Media Editing (1st edition, 2020). Vincent F. Filak. ISBN: 978-1506379135.

Associated Press Stylebook, 2020-2022 (55th) edition, any format. **Always bring your AP Stylebook to class.**

Adobe InDesign access: During the second half of the semester, you will use Adobe InDesign to create and design newspaper pages. InDesign is part of Adobe's Creative Cloud suite of applications. InDesign is available for free in most campus computer labs. You cannot use InDesign on a phone or tablet. Alternatively, you may download InDesign (and other Adobe CC applications) at the student discount rate of \$19.99 per month from <https://www.adobe.com/creativecloud/buy/students.html>.



Professional values and competencies for majors and minors

The Communication, Journalism and Media Department sets the goal of developing within each student core professional values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). The following competencies are addressed in this course:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- 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 tools and technologies appropriate for the communications professions in which they work

Attendance policy

- **Attendance is mandatory**, and students are expected to arrive on time. An attendance sheet will be circulated at the start of class each day. It is your responsibility to sign the sheet. The attendance sheets will serve as the official record of attendance. If you come to class late, after the attendance sheet has circulated, you may be marked absent that day.
- **An absence will be excused ONLY** if you (1) notify the instructor of the absence via email **before** class, **AND** (2) provide official written documentation of the reason for the absence (e.g., an official signed, dated note from a doctor, coach, lawyer, other instructor, etc.) **on the day you return to class**. If you know you will miss more than one class due to illness or a family emergency, it is recommended that you notify the Dean's Office, which will notify all your

instructors of your absences (NOTE: Notifying the Dean's Office does not automatically excuse an absence. You still must provide the appropriate documentation when you return to class.)

- Leaving class early, refusing to wear a face mask, sleeping during class or not participating in class activities may count as an unexcused absence for that class period.
- **Students are permitted no more than 3 unexcused absences during the semester.** More than 3 unexcused absences will result in the lowering of your final course grade as follows:
 - **4 or 5 unexcused absences** = final grade lowered by a **half-grade** — for example, from an A- to a B+ or from a C+ to a C. NOTE: Ship does not use C- or D+ grades, so a C would be lowered to a D.
 - **6 unexcused absences** = final grade lowered by a **full letter grade** — for example, from a B to a C.
 - **7 or more unexcused absences** = student automatically **fails the course (grade of F)**, regardless of his or her performance on quizzes and assignments.
- Prolonged or repeated absences will make it difficult to pass this course. In such situations, please meet with me so that we may discuss the situation and consider options such as withdrawal from the course or a leave of absence from the university.

Class participation and etiquette

- You are expected to be an active, engaged participant in the class and make thoughtful contributions to class discussions.
- Inappropriate, rude or disrespectful language or behavior of any kind will not be tolerated. This may include (but is not limited to): refusing to wear a face mask; talking or not paying attention during a lecture; using inappropriate language; being disrespectful to your instructor or classmates; texting, emailing, listening to music or other use of electronic devices during class; sleeping; and tardiness.
- **Unless instructed otherwise, the use of cell phones, headphones or earbuds, and other electronic gadgets in the classroom is not permitted.** Cell phones are to be turned off or set to vibrate and put away during class.
- **No food or drink is permitted in the computer labs.**

Course format and assignments

D2L site: All course materials will be posted to the course D2L site, and all assignments are to be submitted to D2L (not emailed), unless I tell you otherwise. **It is your responsibility to check the D2L site regularly to make sure you are completing all work and meeting deadlines.**

Weekly D2L content modules: Clicking “Content” in the menu bar at the top of the D2L site will bring up a vertical listing of modules, organized by week. (NOTE: You will not see the modules for the full semester. As the semester progresses, I will make each week's module available.) Clicking on a weekly module will bring up a listing of all materials for the week.

Assigned reading: Most weeks will include assigned reading in the “Dynamics of Media Editing” textbook, plus some additional readings, which will be posted to D2L. Pay close attention to the key concepts and terminology. You are strongly encouraged to take notes as you read.

Quizzes on D2L: Most weeks will include a quiz on D2L **covering the week's assigned reading and the class lecture material.** Each module will contain a link to the week's quiz. **Quizzes will be available following Wednesday's class and must be completed by the end of the day (11:59 p.m.) Sunday.** Failure to complete the quiz by the end of the day Sunday will result in a score of zero. Each quiz will be worth 15 points and contain questions in a variety of formats (multiple-choice, true-or-false, short answer, etc.). Some quiz questions may be “comprehension” questions assessing your mastery of the concepts discussed in the reading and in class. Others may be “application” questions asking you to apply the

concepts. **The quizzes are open-book and open-notes, but you will have only 25 minutes to complete them.** If you exceed the time limit, you will receive a score of zero. You must complete a quiz in its entirety after you open it, and you are not allowed to move back and forth between questions. If you leave the quiz to go to another web page, you may be locked out of the quiz. **You may not retake a quiz**, so make sure that you have a reliable Internet connection and are free from interruptions before you begin. You may not work on the quizzes with a classmate; that is a form of academic dishonesty (see “Plagiarism and academic dishonesty” below). There will be a total of nine quizzes. **Your eight highest quiz scores will count toward your semester grade, and your lowest quiz score will be dropped.** Because of the possibility that unforeseen problems will arise later in the semester, you should never skip a quiz. **There will be absolutely no make-up quizzes.**

Homework assignments: You will complete several homework assignments (about one per week) to assess your mastery of AP style, grammar, spelling and punctuation; your ability to edit news stories; and your ability to write effective headlines and photo captions.

Final editing and design project: In addition to the weekly quizzes and homework assignments, you will produce a multipage newspaper layout as a final project for the semester. The pages will contain all necessary textual and visual elements, including news stories and accompanying headlines and photos. Stories for the project will be provided by students in the class and supplemented by wire-service copy. You will edit all the stories, write headlines and photo captions, and design the pages in Adobe InDesign.

Email communication

In addition to checking the D2L site, please check your Ship email account regularly. I frequently use email to communicate important class information to students. I will contact you at your Ship email address (not your Gmail, Yahoo or other account).

When corresponding with me by email, please **use your Ship account and include a subject line.** **Always mention that the email is regarding COM 293 (Editing).** Please allow 24 hours for a response or up to 48 hours on a weekend. I am always happy to answer a question but check the syllabus and the D2L site to see if it can be answered there first.

Assignment submission, deadlines and course progress

It is your responsibility to make sure that you are completing all work and meeting deadlines. **If you run into problems affecting your progress in the course or your ability to meet deadlines, let’s chat.** Please email me or meet with me during office hours so that we can discuss the situation to ensure that you succeed in the course.

Quizzes must be completed by the set deadlines. **Failure to take a quiz by the deadline will result in a score of zero.** Only in the most extreme of situations will I reopen a quiz after the deadline has passed, and my definition of “extreme situation” is probably much narrower than yours. (Forgetting to take a quiz is not an extreme situation. Computer problems are not an extreme situation.)

All assignments must be completed by the due dates. **Late assignments will be penalized with a 10% point deduction (approximately a full letter grade) for each day past the deadline,** unless appropriate arrangements were made in advance. Any assignments submitted more than a week past the deadline will earn a grade of zero. Extensions are granted at my discretion and may require documentation of extreme circumstances, such as illness or an emergency. Extensions must be requested at least 24 hours before the assignment is due. I do not grant extensions after the assignment deadline has passed.

All assignments must be submitted to the D2L site (not emailed) unless I tell you otherwise. Always double-check to make sure you are submitting the correct file in the proper format. Submitting the wrong file, a blank file, an unreadable file, or a file in the wrong format may result in a score on zero.

Grading

A total of **400 points** are available during the semester, broken down as follows:

Homework Assignments	total of 200 points
Weekly Quizzes (top 8 scores; 15 points each)	120 points
Final Project	80 points
TOTAL	400 points

Point totals at the end of the semester will be converted to letter grades using a percentage-based scale:

Point Total	Grade	Point Total	Grade	Point Total	Grade
372 – 400 (93%)	A	320 – 331.5 (80%)	B-	0 – 239.5	F
360 – 371.5 (90%)	A-	300 – 319.5 (75%)	C+		
348 – 359.5 (87%)	B+	280 – 299.5 (70%)	C		
332 – 347.5 (83%)	B	240 – 279.5 (60%)	D		

Reminder: More than three unexcused absences during the semester will result in the lowering of your final course grade (see “Attendance policy” above for details). Incompletes will be issued only in emergency situations as defined in the university catalog.

Grades will be recorded on the course D2L site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment is returned, not at the end of the semester.

Extra credit

Generally, I do not provide extra-credit work. However, some extra-credit opportunities may appear by surprise as “Easter eggs” during the semester.

Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages. Do not delete any course-related files or emails until you receive your final grade at the end of the semester. If there are questions about assignments, you may be asked to produce the original emails and files.

Technology help

I am happy to answer any questions regarding course content and assignments, but technical questions should be addressed to people who are much more knowledgeable about the technology:

D2L assistance: If you need technical assistance with the D2L system, contact the SU Student Helpdesk at (717) 477-HELP (x4357) or helpdesk@ship.edu. After hours, you may contact D2L Technical Support at helpdesk@d2l.com or (866) 832-2319. An [instructional video](#) provides details on using D2L as a student.

InDesign access: You will use Adobe InDesign during the second half of the semester. You must access InDesign on a personal computer; you cannot use it on a phone or tablet. InDesign is available on most campus lab computers. Alternatively, you may download and purchase access to InDesign (and other Adobe Creative Cloud apps) [for the student discount rate of \\$19.99 per month](#).

Using InDesign: Adobe offers a [Get Started site](#) (which includes the basic tutorials in the use of InDesign), [a full listing of InDesign tutorials](#) and a [user guide to InDesign](#), which provides quick answers and step-by-step instructions.

General information: More information about technology resources at Ship is available [at this site](#).

Withdrawing from the course

A student may drop a course within the drop/add period without ramifications to the student's transcript, but after that time frame, a withdrawal from the course will result in a W grade on the transcript. **The deadline to withdraw with a W grade is Tuesday, March 29.** More information is available at the [Registrar's site](#).

Plagiarism and academic dishonesty

Students are expected to complete individual and original work for this class. Plagiarism, cheating and other forms of academic dishonesty will not be tolerated and will be handled according to the university's [Academic Dishonesty Policy](#). All instances of academic dishonesty will be reported to the department, Dean's Office and Office of Student Affairs. Penalties for violation of the Academic Dishonesty Policy include grade reduction, assignment of a failing grade for the course, suspension and expulsion from the University.

Academic resources

The Learning Center: If you feel you need extra help to improve your academic performance in this course or in any of your other courses, please consider making an appointment with a tutor or learning specialist in the Learning Center. The Learning Center is located in Mowrey Hall and can be reached at (717) 477-1420. Tutoring and most other services will be offered via Zoom. More information is available at the [Learning Center's website](#).

The College of Arts & Sciences Advising Center (CASA): Located in DHC 216, CASA is a walk-in office that offers several types of academic support, from advice and help on time management, test anxiety and study skills to discussions about what major might be right for you. Email casa@ship.edu or call (717) 477-1150 to set up a time to meet with a success coach or faculty adviser.

Student Success: The Elnetta G. Jones University Center for Student Success and Exploratory Studies uniquely supplements and reinforces the university's commitments to serve a more diverse student population and to cultivate a learning-centered environment where students persist to graduation. We enrich the teaching and learning mission of the university by delivering specialized, high-impact academic and student enrichment services that empower students to successfully attain their educational goals. See [the Student Success Center website](#) for more information.

Accessibility resources

Shippensburg University is committed to providing equal opportunity for participation in all programs, services and activities. The University welcomes all students with disabilities into all of the University's educational programs and strives to make all learning experiences as accessible as possible. Any student who feels they may need an accommodation based on the impact of a disability should contact the Office of Accessibility Resources (OAR) to discuss specific needs. OAR is located in Mowrey Hall 252 and can be reached by phone at (717) 477-1364 or via email at oar@ship.edu.

Title IX - Commitment to a safe learning environment

Shippensburg University and its faculty are committed to ensuring a safe and productive educational environment for all students. In order to comply with the requirements of Title IX of the Education

Amendments of 1972 and the University's commitment to offering supportive measures in accordance with the 2020 regulations issued under Title IX, the University requires faculty members to report incidents of sexual violence shared by students to the University's Title IX Coordinator at title9@ship.edu or by calling (717) 477-1161. The **only exceptions** to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student **during**: 1. A classroom discussion; 2. in a writing assignment for a class; 3. or as part of a University-approved research project. Faculty members are **obligated** to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the University protection of minors policy found here: <https://www.ship.edu/globalassets/no-more/su-protection-and-supervision-of-minors-on-campus.pdf>. Information regarding the resources that are available to victims of sexual violence are set forth here: <https://www.ship.edu/life/resources/womens-center/resources/> and reporting processes and resolution can be found here: <https://www.ship.edu/globalassets/administration-finance/policies/701-002-sexual-misconduct-policy.pdf>

Tentative Course Schedule

This schedule is subject to change. The timeline for this course may need to be adjusted due to unforeseen circumstances. Changes will be announced via email or D2L. NOTE: This is an abbreviated schedule. Please see each week's module (on the D2L course site under "Content") for due dates and the full list of assignments and materials for the week.

WEEK 1 (Jan. 19)

What do editors do?

- **NO CLASS on Monday, Jan. 17 (Martin Luther King Jr. holiday)**
 - **READING:**
 - Chapter 1 (Audience-Centric Editing)
 - "Let Us Now Praise Editors" (on D2L)
 - **QUIZ** (on D2L by end of the day Sunday, Jan. 23)
 - **ASSIGNMENT:** Front Page Comparison #1 – due by 3 p.m. Wednesday, Jan. 26
-

WEEK 2 (Jan. 24, 26)

Micro editing, Part 1

- **DUE: Front Page Comparison #1 – by 3 p.m. Wednesday, Jan. 26**
 - **READING:**
 - Chapter 5 (Punctuation)
 - "Edit for AP Style" (on D2L)
 - **QUIZ** (by end of the day Sunday, Jan. 30)
 - **ASSIGNMENT:** AP Style – due by 3 p.m. Wednesday, Feb. 2
-

WEEK 3 (Jan. 31, Feb. 2)

Micro editing, Part 2

- **DUE: AP Style – by 3 p.m. Wednesday, Feb. 2**
 - **READING:**
 - Chapter 6 (Improving Sentences and Using Proper Grammar)
 - **QUIZ** (by end of the day Sunday, Feb. 6)
 - **ASSIGNMENT:** Grammar and Punctuation – due by 3 p.m. Wednesday, Feb. 9
-

WEEK 4 (Feb. 7, 9)

Macro editing

- **DUE: Grammar and Punctuation – by 3 p.m. Wednesday, Feb. 9**
- **READING:**
 - Chapter 7 (Editing for the Bigger Picture)
 - Chapter 12 (Editing for News), pp. 162-169 only (stop at "Hyperlinking")
- **QUIZ** (by end of the day Sunday, Feb. 13)
- **ASSIGNMENT:** Story Editing – due by 3 p.m. Wednesday, Feb. 16

WEEK 5 (Feb. 14, 16)**Taste and sensitivity; Working with writers**

- **DUE: Story Editing – by 3 p.m. Wednesday, Feb. 16**
 - **READING:**
 - Chapter 2 (Editors as Leaders and Managers)
 - Chapter 4, pp. 45-47 (the section on “Working with Staff Members”)
 - “Sensitivity” (on D2L)
 - **QUIZ** (by end of the day Sunday, Feb. 20)
 - **ASSIGNMENT:** Story Pitching – due by 3 p.m. Monday, Feb. 28
-

WEEK 6 (Feb. 21, 23)**Wire editing and headline writing**

- **READING:**
 - Chapter 8 (Headlines)
 - **QUIZ** (by end of the day Sunday, Feb. 27)
 - **ASSIGNMENT:** Wire Editing – due by 3 p.m. Wednesday, March 2
-

WEEK 7 (Feb. 28, March 2)**Headline writing (cont.)**

- **DUE: Story Pitching – due by 3 p.m. Monday, Feb. 28**
 - **DUE: Wire Editing – due by 3 p.m. Wednesday, March 2**
 - **ASSIGNMENT:** Reporting – due by 3 p.m. Wednesday, March 30
-

SPRING BREAK (Week of March 7-11)

NO CLASSES 😊

WEEK 8 (March 14, 16)**SEO; Editing for the Web**

- **READING:**
 - “Headlines, Keywords and Metadata” (on D2L)
 - “10 Tips for Writing Effective Headlines for the Web” (on D2L)
 - Chapter 12 (Editing for News), pp. 169-171 only (section on “Hyperlinking”)
 - **QUIZ** (by end of the day Sunday, March 20)
 - **ASSIGNMENT:** Headline Writing – due by 3 p.m. Wednesday, March 23
-

WEEK 9 (March 21, 23)

Working with visuals

- **DUE: Headline Writing – due by 3 p.m. Wednesday, March 23**
 - **READING:**
 - Chapter 9 (Photography)
 - Chapter 10 (Information Graphics)
 - **QUIZ** (by end of the day Sunday, March 27)
 - **ASSIGNMENT:** Photo Editing – due by 3 p.m. Wednesday, April 6
-

WEEK 10 (March 28, 30)

News design, Part 1

- **DUE: Reporting – due by 3 p.m. Wednesday, March 30**
 - **READING:**
 - Chapter 11 (Publication Design)
 - **QUIZ** (by end of the day Sunday, April 3)
 - **ASSIGNMENT:** Peer Editing – due by 3 p.m. Wednesday, April 13
-

WEEK 11 (April 4, 6)

News design, Part 2

- **DUE: Photo Editing – due by 3 p.m. Wednesday, April 6**
 - **READING:** To Be Announced
 - **ASSIGNMENT:** Front Page Comparison #2 – due by 3 p.m. Wednesday, April 20
-

WEEK 12 (April 11, 13)

Using InDesign, Part 1

- **DUE: Peer Editing – due by 3 p.m. Wednesday, April 13**
 - **ASSIGNMENT:** Final project – due during finals week
-

WEEK 13 (April 18, 20)

Using InDesign, Part 2

- **DUE: Front Page Comparison #2 – due by 3 p.m. Wednesday, April 20**
-

WEEK 14 (April 25, 27)

Work on final project

FINALS WEEK (May 2-6)

- **DUE: Final project (due date and time to be announced)**