

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
 - Collaborate effectively as members of a creative team. (Collaboration)
 - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
 - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
 - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
 - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
-

Course Title **Journalism 1**

Course Code **JOR201**

Credit Hours 3 Semester

Contact Hours 4 Hours

Prerequisites ENG101

Course Type Lecture/Lab

Course Syllabus

Instructor TBD

Email TBD

Telephone TBD

Term Start/End Date TBD

Course Description

An introductory journalism course emphasizing fundamental reporting skills utilized by newsgathering media outlets. The course covers methods for gathering and reporting news, assessing news value, story research, story structure, credibility of information and news judgment.

Learning Objectives Upon completion of this course the student should be able to:

- Conceive, report and write journalistic news stories using skills employed by professional news media.
 - Understand how to assess news value, news judgment and source credibility.
 - Develop strategies and skills for conducting interviews.
 - Understand how to adapt and package news stories for web, interactive, and social media.
 - Apply fair and ethical practices to reporting and writing news, including having a basic understanding of media law as it applies to news journalism.
-

Required Textbook(s)

Harrower, Tim. *Inside Reporting: A Practical Guide to the Craft of Journalism*. 3rd Edition, 2012. ISBN 978-0-07-352617-1

Associated Press Stylebook and Briefing on Media Law. Basic Books, 2012. ISBN 978-0-917360-56-5

Course Requirements

Attending lectures and writing labs as well as completing the reading and writing assignment are all crucial to success. Lectures complement but do not duplicate what is found in the assigned reading. Written assignments should be printed out for your records as well as submitted electronically. Graded assignments with edits and notes must also be printed out and saved, in case of disputed or missing grades. Two (2) of the four (4) major assignments will have both a due date and a rewrite due date. The assignment grade will be the average of the two, which means that those who fail to submit the rewrite will receive a grade of less than 50 percent (since the grade will be averaged with a 0). Please bring your AP Stylebook to every class. There will be surprise quizzes on the AP Stylebook, the reading assignments, lecture material and handouts. Late assignments will not be accepted. In the case of illness or emergency, arrangements must be made with the instructor at least one calendar date before the due date.

Course Outline

Course Syllabus

NOTE: The weekly summary printed here is a guideline open to change during the semester.

Week 1: Course overview. Introduction to news reporting. History of the news industry and changing concepts of news. Distribute reading and writing assignments.

Week 2: Research and reporting. Sources and online research. Interviewing techniques. Quotations, attribution and plagiarism. Distribute reading and writing assignments.

Week 3: Story basics. Story ideas. The Inverted Pyramid. Writing Leads and nut graphs. Grammar, usage and style of news reporting. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 4: Story structure. Soft leads. Transitions. Information Analysis. Source credibility. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 5: Speeches, Press Conferences, Meetings. Campus and Community Events. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 6 Media Law and Ethics. Movie: *Shattered Glass*. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 7: Media as 'watchdog'. Government and Election Stories. Further grammar usage and writing style. A.P. Style quizzes. Distribute reading and writing assignments.

Week 8: Convergent Media. Blogs, the web and multi-media packaging. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 9: Writing for Broadcast. Usage and style of news reporting. Current events and AP Style quizzes. Distribute reading and writing assignments.

Week 10: Election Week issues. Deadline strategies. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 11: Beat reporting and Global reporting. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 12: Focus on Editing. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 13: Public Relations. Freelance Writing and Pitching. Current events and A.P. Style quizzes. Distribute reading and writing assignments.

Week 14: Career Directions. Semester Review. Current events and A.P. Style quizzes.

Week 15: Final Exam

Course Syllabus

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Course Area	%	93–100	A	4.00
Writing Exercises	15	90–92	A-	3.70
Class Participation	10	87–89	B+	3.30
Quizzes	10	83–86	B	3.00
Major Assignments	55	80–82	B-	2.70
Final Exam	10	77–79	C+	2.30
Total	100%	73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
		0–59	F	0.00

Revision Date May 3, 2013

Author Nomi Morris and Joe Gosen

Course Syllabus

DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

Course Syllabus

ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and reels. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws will not be tolerated.
- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, reels, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source; submitting work that resembles someone else’s beyond what would be considered a tolerable coincidence; ideas, conclusions, information found on a student paper which the student cannot explain, amplify or demonstrate knowledge upon questioning.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulation or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students, the use of communication devices, **other than those approved for a class** assignment, will not be allowed to be used in the classroom. Using cell phones, texting, IM, talking on the cell phone are not allowed during class and an instructor will ask the student to leave the classroom if used during the course of instruction. Instructors may gather all devices during tests. Brooks Institute supports and encourages laptop usage in the classroom however unless directly related to a class assignment it is inappropriate to have social network sites or other non-classroom directed web sites up during class. Faculty may ask you to close your laptops during discussion.

Course Syllabus

CREDIT ASCRIPTION ADDENDUM

JOR201 – Journalism One – 3 semester credit hours

Type: Lecture/Studio

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Gain an understanding of the newsgathering, reporting and writing skills utilized by news media.
2. Have a basic understanding of assessing news value, news judgment and source credibility.
3. Develop strategies and skills for conducting an interview.
4. Demonstrate journalistic writing style and story structure as it applies to news reporting.
5. Gain basic knowledge of media laws and ethics.

The following indicates the **minimum** number of hours per assi

	Assignment Title	Home-work Hours	Assignment Objectives
Week 1	Story Budget; Reading Habits	6	1, 2
Week 2	Citizen Journalism – Pros & Cons; Assign Story #1; Read assigned text; Online Quiz	6	1, 2
Week 3	Story #1 Due; Assign Story #2; Read assigned text; Online Quiz	6	1, 2, 4
Week 4	Assign Story #3; Story #2 in progress; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 5	Story #2 Due; Story #3 in progress; Assign Story #4; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 6	Story #3 Due; Story #4 in progress; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 7	Story #4 Due; Assign Story #5; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 8	Revised Stories #1, #2, #3 Due; Story #5 in progress; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 9	Story #5 Due; Assign Story #6; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 10	Revised Story #4 Due; Story #6 in progress; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 11	Story #6 Due; Read assigned text; Online Quiz	6	1, 2, 3, 4, 5
Week 12	Writing Portfolio Guidelines; Read assigned text; Online Quiz	6	1, 2, 3, 4, 5
Week 13	Revised Stories #5 & #6 Due; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 14	Work on Writing Portfolio; Read assigned text; Online Quiz	6	1, 2, 3, 4
Week 15	Writing Portfolio Due; Final Exam	6	1, 2, 3, 4, 5
Total		90	