

## **Journalism Department SLOs Spring 2014**

### **Journalism 1 News writing and Reporting**

1. Upon completion of the course, students will be able to write a one-sentence, hard news/summary lead that incorporates at least 3 of the 5 Ws, is 30 words or less and doesn't start with a quote or the attribution. (assessment for all J1 SLOs: news story assignment)
2. Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story.
3. Upon completion of the course, students will be able to write a complete hard news story using the inverted pyramid format.

### **Journalism 2 – Public Relations Methods (in process of being inactivated)**

1. Upon completion of the course, students will be able to write a standard press release that includes a summary lede, quotes and source attribution. (assessment too: press release assignment)
2. Upon completion of the course, students will be able to compare ethical case studies and analyze which of the chosen methods for handling the issues in the case studies are best aligned with the PRSA (Public Relations Society of America) member code of ethics. (assessment tool: midterm or final exam)
3. Upon completion of the course, students will be able to design a specific social media marketing strategy for a given entity using Facebook, Twitter and Instagram based on a stated goal. (assessment: final project)

### **Journalism 6 Basic Photojournalism (cross listed with Photo 10)**

1. Upon completion of the course, students will create a photo story essay using a wide-angle lens that captures the first of three basic types of photojournalism images, as defined by the Associated Press (AP): the overall shot, which captures the scope of the scene. (Assessment tool for all three J6 SLO: the photo story essay assignment.)
2. Upon completion of the course, students will create a photo story essay using a standard lens ranging from 28mm to 300mm to capture the second of three basic types of photojournalism images, as defined by the AP: the medium-long shot, which comprises about 90 percent of all photos taken.
3. Upon completion of the course, students will create a photo story essay using a standard (to isolate) or macro (to magnify) lens to capture the third of three basic types of

photojournalism images, as defined by the AP: the close-up photo, a detailed image of a small but important item.

### **Journalism 7 Advanced Photojournalism (cross listed with Photo 11)**

1. Upon completion of the course, students will apply the first of three acceptable alterations to a photograph, as defined by the Associated Press (AP), which is cropping the photo using Photoshop, to add creativity to the page, and bring impact to the photo's meaning. (Assessment tool for all three SLOs in J7: photo editing assignment.)
2. Upon completion of the course, students will apply the second of three acceptable alterations to a photograph, as defined by the Associated Press (AP), which is to adjust the image for contrast using Photoshop, which gives the photo dimension.
3. Upon completion of the course, students will apply the third of three acceptable alterations to a photograph, as defined by the Associated Press (AP), which is to adjust the image for sharpness using Photoshop, which brings clarity to images.

### **Journalism 8 Advanced Reporting and Editing**

1. Upon completion of the course, students will be able to create a single-page feature package using Adobe InDesign that includes art, a headline and at least 10 inches of text. (assessment too: final project)
2. Upon completion of the course, students will be able to apply news judgment and rank 10 news stories in order of most newsworthy to least newsworthy and create a production budget for a news publication using that ranking. (assessment: news judgment exercise.)
3. Upon completion of the course, students will be able to copy edit a multi-item calendar listing so that the items adhere to the Associated Press style. (assessment: copy editing assignment)

### **Journalism 9 Magazine Production**

1. Upon completion of the course, students will be able to generate five different feature story ideas with focused angles and contact information for at least three possible sources to interview. (assessment: story ideas assignment)
2. Upon completion of the course, students will be able to write a 600- to 800-word feature story that utilizes an alternative lede, a nut graph and direct quotes. (assessment: final project)
3. Upon completion of the course, students will be able to produce at least three pieces of art illustrating a feature story, which may include but is not limited to photos, illustrations or data visualization charts. (assessment: final project)

## **Journalism 11 Newspaper Production**

1. Upon completion of the course, students will be able to accept a story assignment through Camayak (the organization's digital workflow tool) report the story through research and interviews, and write the story using the appropriate story structure (hard news, feature, sports, opinion, etc.) and publish it on the appropriate platform (newspaper, web site, social media, etc.). (Assessment for all SLOs in J11: weekly story quota items.)
2. Upon completion of the course, students will be able to report and write a 300- to 600-word journalistic story suitable for entry in scholastic journalism competition.
3. Upon completion of the course, students will be able to write a 300- to 600-word opinion piece that includes a clear position and at least two specific points of support for that position.

## **Journalism 12 Mass Media and Society**

1. Upon completion of the course, students will be able to identify issues and problems facing mass media and discuss their impact on society in a 200-word in-class essay question answer. (assessment tool: midterm and final essay questions)
2. Upon completion of the course, students will be able to identify the eight major mass media serving the U.S. (assessment tool: midterm and final essay questions)
3. Upon completion of the course, students will be able to write a 2,000-word research paper that focuses on a relevant issue or figure in the mass media and analyzes its impact on American society. (assessment tool: research paper)

## **Journalism 14 Multimedia Journalism**

1. Upon completion of the course, students will be able to record, edit and post a 2-minute audio profile story using a digital recording device, Audacity audio editing software and the online SoundCloud application. (assessments for all J14 SLOs: weekly quota assignments)
2. Upon completion of the course, students will be able to shoot, edit and post a 3-minute man-on-the-street video focusing on answers to a student-related question, using a video camera, external mic, video editing software and YouTube.
3. Upon completion of the course, students will be able to write a 300-word online news story that utilizes at least one relevant, functioning hyperlink.