

HUMANITIES

Institutional (ILO), Program (PLO), and Course (SLO) Alignment

Program: Journalism	Number of Courses: 9	Date Updated: 09.21.2014	Submitted by: Kevin Degnan, ext. 3355	
ILOs	1. Critical Thinking <i>Students apply critical, creative and analytical skills to identify and solve problems, analyze information, synthesize and evaluate ideas, and transform existing ideas into new forms.</i>	2. Communication <i>Students effectively communicate with and respond to varied audiences in written, spoken or signed, and artistic forms.</i>	3. Community and Personal Development <i>Students are productive and engaged members of society, demonstrating personal responsibility, and community and social awareness through their engagement in campus programs and services.</i>	4. Information Literacy <i>Students determine an information need and use various media and formats to develop a research strategy and locate, evaluate, document, and use information to accomplish a specific purpose. Students demonstrate an understanding of the legal, social, and ethical aspects related to information use.</i>
SLO-PLO-ILO ALIGNMENT NOTES: <i>Mark boxes with an 'X' if: SLO/PLO is a major focus or an important part of the course/program; direct instruction or some direct instruction is provided; students are evaluated multiple times (and possibly in various ways) throughout the course or are evaluated on the concepts once or twice within the course.</i> <i>DO NOT mark with an 'X' if: SLO/PLO is a minor focus of the course/program and some instruction is given in the area but students are not formally evaluated on the concepts; or if the SLO/PLO is minimally or not at all part of the course/program.</i>				
PLOs	PLO to ILO Alignment <i>(Mark with an X)</i>			
	1	2	3	4
PLO #1 Journalistic Content Use news judgment to select, produce and publish journalistic content.	X	X	X	X
PLO #2 Information Gathering Gather information through interviewing sources and research using libraries, archives, documents, databases, and electronic sources.	X		X	X
PLO #3 Information Gathering Employ standard reporting and newsgathering techniques.	X	X		X
PLO #4 Journalistic Content Identify the best medium by which to convey journalistic content.	X	X		X
PLO #5 Journalistic Content Create journalistic content across multiple media platforms.	X	X		X
PLO #6 Principles of a Free Press Identify and practice the role and principles of a free press in a participatory democracy: accuracy, ethics, fairness and context.	X		X	X
PLO #7 Portfolio Creation Possess a portfolio of published work suitable for internship/job applications and interviews.	X			X
PLO #8 Journalism Competitions Compete against their peers in scholastic journalism competitions through submission of original content.	X	X	X	X

SLOs	SLO to PLO Alignment <i>(Mark with an X)</i>								COURSE to ILO Alignment <i>(Mark with an X)</i>				
	P1	P2	P3	P4	P5	P6	P7	P8	1	2	3	4	
JOUR 1 News Writing and Reporting: SLO #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.	X		X										
JOUR 1 News Writing and Reporting: SLO #2 Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story.	X	X	X	X		X			X	X	X	X	X
JOUR 1 News Writing and Reporting: SLO #3 Upon completion of the course, students will be able to write a complete hard news story using the inverted pyramid format.	X		X										
JOUR 11ABCD Newspaper Publication: SLO #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.).	X	X	X	X	X	X							
JOUR 11ABCD Newspaper Publication: SLO #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.	X		X	X	X		X	X	X	X	X	X	X
JOUR 11ABCD Newspaper Publication: SLO #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.	X	X	X			X							
JOUR 12 Mass Media and Society: SLO #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.		X				X							
JOUR 12 Mass Media and Society: SLO #2 Upon completion of the course, students will be able to identify the eight major mass media serving the U.S.						X			X	X			X
JOUR 12 Mass Media and Society: SLO #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.		X				X							

SLOs	SLO to PLO Alignment <i>(Mark with an X)</i>								COURSE to ILO Alignment <i>(Mark with an X)</i>			
	P1	P2	P3	P4	P5	P6	P7	P8	1	2	3	4
JOUR 14ABCD Multimedia Journalism: SLO #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 Sound Cloud application.	X		X	X	X	X	X	X				
JOUR 14ABCD Multimedia Journalism: SLO #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.	X	X	X	X	X	X	X	X	X	X	X	X
JOUR 14ABCD Multimedia Journalism: SLO #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.	X	X	X	X	X	X	X	X				
JOUR 2 Public Relations Methods: SLO #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.	X	X	X	X	X							
JOUR 2 Public Relations Methods: SLO #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.		X	X	X					X	X	X	X
JOUR 2 Public Relations Methods: SLO #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.	X	X	X	X			X					
JOUR 6 Basic Photojournalism: SLO #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.	X	X	X	X	X	X	X	X				
JOUR 6 Basic Photojournalism: SLO #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.	X	X	X	X	X	X	X	X	X	X		X
JOUR 6 Basic Photojournalism: SLO #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.	X	X	X	X	X	X	X	X				

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JOUR 7AB Advanced Photojournalism: SLO #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.	X		X		X	X	X	X				
JOUR 7AB Advanced Photojournalism: SLO #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.	X		X		X	X	X	X	X	X		X
JOUR 7AB Advanced Photojournalism: SLO #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.	X		X		X	X	X	X				
JOUR 8 Advanced Reporting and News Editing: SLO #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.	X	X	X	X		X	X	X				
JOUR 8 Advanced Reporting and News Editing: SLO #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.	X	X	X		X	X			X	X		X
JOUR 8 Advanced Reporting and News Editing: SLO #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.	X	X	X									
JOUR 9ABCD Magazine Editing and Production: SLO #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.	X	X	X	X		X	X	X				
JOUR 9ABCD Magazine Editing and Production: SLO #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.	X	X	X	X		X	X	X	X	X	X	X
JOUR 9ABCD Magazine Editing and Production: SLO #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.	X	X	X	X		X	X	X				