

COURSE SLO STATEMENTS REPORT

ECC - JOURNALISM

Course ID	Course Name	Course SLO Title	Course SLO Statement	Course SLO Status	Input Date
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.).	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Inactive	12/09/2013
ECC: 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.	Inactive	12/09/2013

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ECC: 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.	Inactive	12/09/2013
ECC: JOUR 6	Basic Photojournalism (Same course as PHOT 106)	SLO #1 Photo Story Essay - Wide Angle Lens	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.	Active	12/09/2013
ECC: JOUR 6	Basic Photojournalism (Same course as PHOT 106)	SLO #2 Photo Story Essay - Standard Lens	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.	Active	12/09/2013
ECC: JOUR 6	Basic Photojournalism (Same course as PHOT 106)	SLO #3 Photo Story Essay – Standard or Macro Lens	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.	Active	12/09/2013
ECC: JOUR 7ab	Advanced Photojournalism (Same course as PHOT 206ab)	SLO #1 First Alterations	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.	Active	12/09/2013
ECC: JOUR 7ab	Advanced Photojournalism (Same course as PHOT 206ab)	SLO #2 Second Alterations	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.	Active	12/09/2013
ECC: JOUR 7ab	Advanced Photojournalism (Same course as PHOT 206ab)	SLO #3 Third Alterations	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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013
ECC: 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.	Active	12/09/2013