

C-ID Descriptor

Lower Division Student Media Practicum I

Descriptor Details

- **Descriptor Title:** Lower Division Student Media Practicum I
- **C-ID Number:** 130
- **Units:** 3.0
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General Description

Student media practicum that includes a lab that regularly produces a news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Must include weekly news assignments. May include a variety of student media across multiple platforms, including print, broadcast, and online. Includes practical experience in design/layout, visual, online, multimedia journalism and emerging technologies. Must be student produced with student leadership.

Prerequisites

No information provided

Corequisites

No information provided

Advisories

No information provided

Content

- Writing and presentation of journalistic articles for print, online or broadcast
- Storytelling through written, visual, audio, video or other multimedia formats

- Copy editing
- Working under deadline
- Reporting and writing
- Photojournalism
- Broadcast journalism
- Online and multimedia journalism
- Legal issues
- Media ethics
- The business side of the publication (advertising, sales, distribution)

Lab Activities

Production of a regular news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Must include weekly newsgathering activities; regardless of publication frequency.

Objectives

At the conclusion of this course, the student should be able to:

- Define relevant news content
- Gather news information weekly
- Edit basic news and information into publishable form, with attention to accuracy, clarity, thoroughness, fairness, AP style, and media law and ethics
- Assess legal issues affecting media
- Assess ethical issues affecting media
- Develop effective design/layout for story presentation
- Develop news stories through written, visual, audio, video or other multimedia formats
- Determine the best format –print, multimedia, visual, etc.—for telling basic news stories
- Build a portfolio of completed projects for student media that demonstrates a range of storytelling formats/styles

Note: Equivalent courses should incorporate a wide range of these objectives for ALL students, especially frequent and regular newsgathering assignments, regardless of publication/production schedules; design/layout skill development; and

experience developing a range of storytelling formats. Outlines should reflect the universality of these objectives.

Evaluation Methods

Reporting and writing assignments across multiple platforms

Critiques; peer critiques

Professional protocols (meeting deadlines, attendance, adherence to ethics)

Textbooks

Harrower, Tim. The Newspaper Designer's Handbook. McGraw-Hill

Kanigel, Rachele. The Student Newspaper Survival Guide. Wiley-Blackwell

Associated Press. Associate Press Stylebook and Briefing on Media Law. Basic Books

Kessler, Lauren. When Words Collide. Wadsworth Publishing.

Strunk, William. The Elements of Style. Tribecka Books