

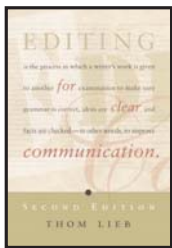
**autumn quarter 2003
class time & location**
Mondays and Wednesdays
11 a.m. to 12:50 p.m.
MCOM 113

instructor
Laura A. Ruel
office: MCOM 107
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office hours
Tuesdays, 9-11 a.m.
Wednesdays, 1-2 p.m.
and by appointment

syllabus online
You can link to a PDF of this
syllabus from my home page:
www.du.edu/~lruel

required purchases



- Editing for Clear Communication (second edition) By Thom Lieb



- The AP Stylebook and Briefing on Media Law, Norm Goldstein, editor (Purchase the hard copy or subscribe online at <http://www.apbookstore.com/apstyle/>)



- 100 MB, IBM formatted Zip disk

recommended purchases
■ The Elements of Style fourth edition) By William Strunk, Jr. and E.B. White, et.al
■ 3-ring binder for class notes and handouts.



course description and objectives

Excellent editing is the difference between good work and great work. It is the difference between decent content and content that is interesting, clear and full of impact. A great editor knows the importance of sweating the small stuff while never losing sight of a publication's big-picture goals.

My goal this quarter is to help you become great editors.

We will cover everything from word editing to visual editing. We will deal with editing for print and online publications. We also will learn about legal and ethical issues. It is my expectation that by the end of this quarter you will have increased your confidence in communicating your ideas to a mass audience. There is nothing more reassuring to a journalist than a solid understanding of the art of editing.

important policies

Simply put, attendance is required, participation is expected and deadlines are absolute. All assignments are due at the beginning of class on the specified dates.
NO LATE ASSIGNMENTS WILL BE ACCEPTED.

grading criteria

Your grade for this course will be based on the following components:

- In-class or take-home exercises, quizzes: 400 total points (Quizzes may be unannounced and will be worth between 10-40 points each)
- Two editing exams: 100 points each, 200 total points
- Two editing projects: 100 points each, 200 total points
- Final project: 200 total points

TOTAL: 1000 points

Extra credit assignments may be offered at the discretion of the instructor.

grading scale

Your end-of-quarter grade will be calculated as follows:

A	915-1000 pts.	B	815-874 pts	C	715-774 pts	D	615-674 pts
A-	895-914 pts.	B-	795-814 pts	C-	695-714 pts	D-	595-614 pts
B+	875-894 pts.	C+	775-794 pts	D+	675-694 pts	F	594 & below

in-class or take-home exercises, quizzes

As previously mentioned, quizzes may be unannounced. Quizzes and exercises will cover AP style and issues pertaining to the particular week's lessons. You always will be able to use your stylebook while taking a quiz, so be sure to bring the book (or your logon information for the electronic version) to class everyday.

editing exams

On Oct. 8 and Nov. 3, you will take editing exams. As with the quizzes, these exams will be open book and will cover AP style other material from the quarter. We will have some review time in class before these exams.

field trip

A field trip to the *Denver Business Journal* is scheduled during class time on Oct. 6. As with every other class, your attendance is required. Exams or quizzes will contain material learned this day. More information will be provided in class

editing projects

Two editing projects are part of your class requirements. These projects are due on Oct. 1 and Oct. 27. The first project will be completed individually; the second will be done in teams. More details about each project will be provided in class.

final project

Your final project will require you to use most of the editing skills you acquire during this quarter. Details about the final project will be available on Sept. 29. You will be given limited in-class time to work on your project.

class calendar

What follows is a description of each class session, including information about scheduled quizzes and assignments. It also details the reading that needs to be done BEFORE each class meeting.

Class one: Monday, Sept. 8, 2003

Today we will get acquainted with each other and the course material. You will set your goals for the quarter and jump into some editing exercises -- not graded, of course! You also will have the chance to ask me questions about my expectations and requirements.

Class two: Wednesday, Sept. 10, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 1: Editing in the Age of Information" in *Editing for Clear Communication*
- Read "Forward" and "Stylebook Key" in the AP Stylebook

Class description

Our goal for today will be to gain a better understanding of and appreciation for the work of an editor. There will be a a short quiz on the reading and the chance to discuss the future of editing. You also will receive information about your first editing project.

Class three: Monday, Sept. 15, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read handout "The Pluperfect Virus" (distributed in class)
- Read "Chapter 2: Tailoring Your Material," in *Editing for Clear Communication*

Class description

Today we talk about the importance of knowing your audience. Then, we will word edit 'till our brains hurt! The goal: to gain confidence and skill as word editors. This skill is one that only gets better with practice. We'll make it fun...

Class four: Wednesday, Sept. 17, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Review the traditional copyediting and proofreading symbols on handout and on pages 387-388 in *Editing for Clear Communication*
- Read handout "Professor G's Top 15 areas of the AP stylebook to know" (distributed in class)
- Write down three questions you have about real-world editing for our guest speaker (I'll collect these at the beginning of class and return them to you during question-and-answer time.)

Class description

"Editing in the Real World"

Guest speaker, George Tanner, assistant news editor, *Rocky Mountain News*

Class five: Monday, Sept. 22, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 3: Looking for Holes and Other Problems" in *Editing for Clear Communication*

Class description

During today's class you will WORK as editors and test subjects by participating in a groundbreaking study about how readers consume their news online. Your completion of this project counts as a quiz grade. (More details will be provided in class.)

Class six: Wednesday, Sept. 24, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 4: Checking Facts" and "Chapter 8: Getting the Best Out of Writers" in *Editing for Clear Communication*

Class description

Working with reporters can be a rewarding, collaborative process. Today we will touch on all aspects of this process -- from the idea stage to the final edit. During the second part of class we will play my version of "Trivial Pursuit" and learn about fact finding and checking.

Class seven: Monday, Sept. 29, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 5: Legal Issues" and "Chapter 6: Establishing an Ethical Foundation" in *Editing for Clear Communication*

Class description

During today's class we will explore legal and ethical principles and discuss some real-life editing dilemmas. I'll also go over the requirements for your final projects.

Class eight: Wednesday, Oct. 1, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Complete your first editing project and prepare your presentation for today
- Read "Sensitivity and Taste," in *Editing for Clear Communication*
- Compile a list of questions about the material we have covered so far this quarter

Class description

After you all have a chance to present your first editing projects, we will discuss an editor's role in the establishment of standards of sensitivity and taste. We'll wrap up the day with a review session to prepare you for your exam on Oct. 8.

Class nine: Monday, Oct. 6, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Review directions to *The Denver Business Journal*
- Continue studying for your first exam on Wednesday.

Class description

Today we will visit the newsroom of *The Denver Business Journal*. This trip will not only be interesting, but it also will be integral to studying for your exam on Wednesday.

Class ten: Wednesday, Oct. 8, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Study, study, study

Class description

During class today you will take your first editing exam. Remember, the exam is open book.

Class eleven: Monday, Oct. 13, 2002

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 9: Handling Headlines" in *Editing for Clear Communication*
- Read handout "Real Headlines"

Class description

At this point in the quarter we will begin to integrate our word editing skills with visual editing skills. We will start with headlines – presentation elements that are both written *and* visual. You also will receive the details about your next editing project – due Oct. 29.

Class twelve: Wednesday, Oct. 15, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read "Chapter 10: Graphics and Media Design" in *Editing for Clear Communication*

Class description

Today we will explore the qualities of a good visual editor. We discuss how to determine when information is best told graphically and do some exercises in class to practice these skills.

Class thirteen: Monday, Oct. 20, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read handout about photo editing (distributed in class)

Class description

During today's class we will learn about photo editing and start to learn about page design. You'll also begin to learn some basic electronic editing skills.

Class fourteen: Wednesday, Oct. 22, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Work on your group editing projects

Class description

During today's class period, I will be meeting with each group to discuss your progress on your editing project. It also might be time for a quiz....

Class fifteen: Monday, Oct. 27, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Complete your group editing projects and prepare your presentations
- Review course material and write down questions for review session

Class description

After the presentation of editing projects, we will spend some time reviewing what we have covered so far this quarter. Your next editing exam is Nov. 3.

Class sixteen: Wednesday, Oct. 29, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read handout about multimedia editing and storyboarding (distributed in class)
- Review course material and write down questions for review session

Class description

Today we will learn about the elements of journalistic storytelling in a multimedia environment. We also will spend some time reviewing what we have covered so far this quarter. Your next editing exam is Monday.

Class seventeen: Monday, Nov. 3, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Study, study, study

Class description

During class today you will take your second (and final!) editing exam. Remember, the exam is open book.

Class eighteen: Wednesday, Nov. 5, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Read handout on print production.
- Come prepared to work on your final project

Class description

A good editor has a basic understanding of print production. After learning about some basic processes, you will have lab time to work on your final editing projects.

Class nineteen: Monday, Nov. 10, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Come prepared to work on your final project and discuss your progress with me

Class description

We will dedicate today's class time to your final projects. I will schedule one-on-one time with each of you to check on your progress and offer suggestions. And, oh, there might be a quiz, too...

Class twenty: Wednesday, Nov. 12, 2003

To prepare for today's class (complete these assignments BEFORE class time)

- Complete your final editing project and prepare your presentation

Class description

Today you all will have a chance to present your final editing projects. Snacks will be provided!