

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
 - Collaborate effectively as members of a creative team. (Collaboration)
 - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
 - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
 - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
 - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
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Course Title **Journalism 2**

Course Code **JOR301**

Credit Hours 3 Semester

Contact Hours 4 Hours

Prerequisites JOR201

Course Type Lecture/Lab

Course Syllabus

Instructor TBD
Email TBD
Telephone TBD
Term Start/End Date TBD

JOR301 - Course Description

A journalistic writing course, with an emphasis on feature and opinion writing. The course presents styles of writing used in newspapers, magazines and web-based media and explains the skills and strategies to effectively write, revise, and evaluate those types of in-depth writing. Students have the opportunity to apply this knowledge through class assignments, which include feature articles, reviews, and editorials.

Learning Objectives

Upon completion of this course the student should be able to:

- * Develop stronger research and interviewing skills
 - * Display an understanding of the difference between a news feature, a human interest feature, an essay, a review, and an op-ed.
 - * Write compelling features and opinion pieces that effectively demonstrate the types of writings studied throughout the course
 - * Demonstrate the ability to effectively edit and revise writings for print, web and social media
 - * Be able to conceive a multi-platform feature story package from the idea stage to publishing the story.
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Required Textbook(s)

Harrower, Tim. *Inside Reporting: A Practical Guide to the Craft of Journalism*. 3rd Edition, 2012. ISBN 978-0-07-352617-1

Hersey, John. *Hiroshima*. Publisher: Vintage ISBN-13: 978-0679721031

Associated Press Stylebook and Briefing on Media Law. Basic Books, 2011. ISBN 978-0465021871

Course Requirements

Attending lectures and writing studios as well as completing the reading and writing assignments are all crucial to success. Lectures complement but do not duplicate what is found in the assigned reading. Written assignments should be printed out for your records as well as submitted electronically. Graded assignments with edits and notes must also be printed out and saved, in case of disputed or missing grades. Two (2) of the four (4) major assignments will have both a due date and a rewrite due date. The rewrite is NOT optional. The assignment grade will be the average of the two, which means that those who fail to submit the rewrite will automatically fail

the assignment. Please bring your AP Stylebook to every class. There will be surprise quizzes on the AP Stylebook, the reading assignments, lecture material and handouts. Late assignments may not be graded or will be penalized at the instructor's discretion. In the case of illness or

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emergency, or expected failure to submit by deadline for any reason, arrangements must be made with the instructor at least one full day before the assignment due date.

Course Outline

NOTE: The weekly summary printed here is a guideline open to change during the semester.

Week 1: Historical Survey and Forms of Nonfiction Writing

Week 2: Research and Interviewing, Quotes and Attribution

Week 3: Beat Reporting, News and Feature Leads, Kickers,

Week 4: The Feature Story (Part I) – Types, Structures

Week 5: The Feature Story (Part II) – Types, Structures

Week 6: Law and Ethics, Accuracy and Responsibility

Week 7: Writing Color, Writing Place, Writing People

Week 8: Web and Multi-Platform Feature Packaging

Week 9: Writing on Government, Policy, Social Criticism

Week 10: Opinion Writing – Third Person Voice

Week 11: Public Relations, Global Reporting

Week 12: Opinion Writing – First Person Voice

Week 13: Immersion Journalism, Editing and Revising

Week 14: Story Pitches, Career Directions, Semester Review

Week 15: Final Exam

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

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DEFINITIONS OF CRITERIA USED IN GRADING

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Course Area	%	93–100	A	4.00
		90–92	A-	3.70
Class Participation	10%	87–89	B+	3.30
		83–86	B	3.00
Studio Assignments (and Quizzes)	10%	80–82	B-	2.70
		77–79	C+	2.30
Feature Assignments	40%	73–76	C	2.00
Commentary Assignments	30%	70–72	C-	1.70
Final Exam	10%	67–69	D+	1.30

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

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ATTENDANCE POLICY

Faculty takes attendance for each class period and posts it to the student's record through the campus management system. Upon reaching three unexcused absences, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the fourth one. Students may review their attendance through the Student Portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disap-

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proves of such copying and recognizes the following principles as a basis for preventing its occurrence:

- Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
- Brooks Institute will only use legally acquired software on our computers.
- Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
- Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

Course Syllabus

JOR301 Visual Journalism 3 - 3 semester credit hours

Type: Lecture/Studio

Credit Description- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Develop stronger research and interviewing skills
2. Display an understanding of audience analysis and its importance in writing
3. Write articles and other works that effectively exemplify the types of writings studied throughout the course
4. Demonstrate the ability to effectively edit and revise writings for print and broadcast media .
5. Analyze his/her own and others' written works regarding whether a work effectively achieves its purpose.

The following indicates the **minimum** number of hours per assignment:

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Reading	5	2
Week 2	Issue Poem Paper; reading	5	1,2,3,4,5
Week 3	Reading analysis/reading	5	2
Week 4	Oral History 1; reading	10	1,2,3,4,5
Week 5	reading	5	2
Week 6	reading	5	2
Week 7	Oral History 2	10	1,2,3,4,5
Week 8	reading	5	2
Week 9	reading	5	2
Week 10	Oral History 3	10	1,2,3,4,5
Week 11	Final Project Proposal	5	1,2
Week 12	Final Project interview	5	1,2,3
Week 13	Final Project Draft	5	2,3,4,5
Week14	Final Project Draft	5	2,3,4,5
Week 15	Final Project Edit	5	1,2,3,4,5
Total		90	