

Content Development, Design & Management

Oklahoma City University
Fall 2015
MCMJ 4103 – 3 credit hours
11 a.m. – 12:15 p.m. TR
Walker Center, Room 122

Instructor

Kenna Griffin

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I have an open-door policy and am happy to discuss writing with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. However, if you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule time to ensure we can provide one another our undivided attention.

Required Texts & Course Materials

Provided handouts

Course Objectives

In this course I will build on your knowledge of writing and editing by teaching you how to successfully launch a publication, both in print and online.

The first part of the course will focus on the business aspects of planning and implementing a successful publication. This will include hiring staff, budgeting, choosing publication format, establishing a social media plan, and developing an integrated selling concept. The objectives for this portion of the course are for you to learn, understand and respect the business side of publishing, something you later will find is rare among your colleagues.

The second part of the course will hinge on developing the design skills necessary to launch a visually appealing publication and companion products. This will include intensive experience in editing, headlining, choosing text, displaying photos and other artwork, creating social media graphics, designing websites, and operating content management systems. The overall objectives of this portion of the course are for you to be able to critique design beyond saying you like it or not, as well as for you to be able to design visually appealing products and manage and promote them strategically.

In short, during this course you will learn how to conceptualize and design aspects of journalism “publications” from scratch. You will learn these aspects of publication through lecture, discussion, labs, application of design concepts and theories, exams, and a project.

Upon completion of this course you will know how to develop and design print and online publications and operate basic content management systems.

Grading

I will attempt to grade all class assignments and return them to you within a week of submission. You are encouraged to visit my office to discuss any questions or concerns you have about your grades on individual assignments or in the course as a whole. You are strongly discouraged from openly discussing your grades during class sessions. Your grade for the course will consist of grades in five categories:

- Final exam - 20%
- Midterm exam - 20% (40% at midterm)
- Final project - 40%
- Lab assignments - 10%
- Class attendance/participation - 10%

NOTE: Be certain to sign the attendance sheet during every class session. It is the method I will use to track your attendance. If you will miss class for a university-sanctioned happening, I must have a notice beforehand from the appropriate university official. Failure to provide such documentation will result in your absence being counted. You are encouraged to submit due assignments before your absence. If you are unable to do so, you must make arrangements with me and submit any due assignment on your return class session.

Exams

You will take a midterm and a final exam in this course. The exams will cover lecture materials and handouts.

The exams are scheduled on the course schedule below. Each essay-style exam is worth 100 points. Partial credit will be given where applicable.

The midterm exam is 11 a.m. to 12:15 p.m. Oct. 14. It is worth 20 percent of your final grade, but is worth 40 percent at midterm.

The final exam is 10 a.m. to noon Dec. 16. It is worth 20 percent of your final grade.

I will address components of the exam as they are discussed in class. I also will provide exam reviews before the exams are administered.

You should plan to take the exams at the schedule time. Make-up exams will be given only in extreme emergencies. Make-up exams will be more academically rigorous than original exams.

Your exams will not be returned to you after they are graded. However, we will review them in class. I am happy to discuss any questions you have before or after your exams.

Labs

You will complete a variety of lab assignments during the course. I will provide a detailed handout explaining each assignment, its value and its due date.

Project

You will complete a group final project worth 40 percent of your grade. You will receive more information about the project in the first few weeks of class. The project is due at 11 a.m. Dec. 9.

Deadlines

Deadlines are critical in the media business. Do not attempt to submit work after the deadline. It will not be accepted. There are few exceptions.

Missed assignments

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers. If you miss class, it is your responsibility to obtain any assignments, handouts and notes that you miss. I will not contact you regarding your absence. I also will not save copies of course materials distributed during individual class sessions. If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Attendance

Media practitioners must be reliable. Missing deadlines can cost you your job.

Course attendance and participation are required and will be counted as 10 percent of your final grade. You are expected to arrive to class on time and leave when class is complete.

At this point in your academic career you should understand the concept of decisions and consequences. You are free to make your own decisions regarding your attendance. But it is important that you are aware that lack of attendance in any class will result in you missing important material that will not be repeated. In addition, repeat absences will result in the lowering of your final grade.

If you cannot avoid missing class, you must notify me prior to the class session. Do not assume that I know you will be absent. Communicate with me regarding every necessary absence. Notification of an absence from anyone but yourself is inadequate. Do not send word of your absence via another classmate. I will give excused absences on a case-by-case basis.

Remember: You make choices. You live with the consequences.

Participation

You are required to participate in class. Participation could include commenting on readings, interactive lecture, and careful and active note taking.

Asking questions always is encouraged. Discussion of things unrelated to class is discouraged.

You are not allowed to be disruptive in any way that takes class value away from your classmates.

In addition, you must always attend class prepared for participation. This includes having paper, copied notes, writing utensils, etc.

Engagement & Note-taking

You are allowed to use a laptop, iPad or smart phone to document notes during the course session.

Technology

You are not allowed to have your cell phone ringer or alert notifications on during class. Students found texting or using cell phones or computers for anything other than note taking during class will be asked to discontinue this practice or leave. Repeated issues will result in the lowering of your attendance/participation grade.

Printing

Writing assignments must be completed outside of class, unless otherwise directed. All assignments must be typed and stapled.

You will not be excused from class to print assignments. Do not come to class to discuss printing with me. It is up to you to determine if you should be late to class to print.

If you do not have access to a computer and/or printer, you are welcome to use the mass communications computer lab at the front of our department.

Malfunctions of the equipment in the computer lab will not constitute an excuse for a late assignment. Also, the lab does not open or close at any specific time.

Course schedule

This schedule is tentative and subject to change. I will move ahead in the lecture if we complete a subject early.

WEEK 1:

Monday, Aug. 24 - Introduction

Wednesday, Aug. 26

- Lecture: The publishing business

WEEK 2:

Monday, Aug. 31:

- Lecture: Identifying the audience

Wednesday, Sept. 2

- Lecture: Sizing up the competition

WEEK 3:

Monday, Sept. 7 - Labor Day. No class.

Wednesday, Sept. 9

- Lecture: Defining goals and strategies

WEEK 4:

Monday, Sept. 14

- Lecture: Determining format & delivery

Wednesday, Sept. 16

- Lecture: Managing employees

WEEK 5:

Monday, Sept. 21

- Lecture: Determining reach/circulation

Wednesday, Sept. 23

- Lecture: Determining reach/circulation

WEEK 6:

Monday, Sept. 28

- Lecture: Making and spending money

Wednesday, Sept. 30

- Lecture: Making and spending money

WEEK 7:

Monday, Oct. 5

- Lecture: Setting a timetable

Wednesday, Oct. 7

- Lecture: Lecture: Evaluating the plan and coping with challenges

WEEK 8:

Monday, Oct. 12

- Midterm Review

Wednesday, Oct. 14 - Midterm Exam

WEEK 9:

Monday, Oct. 19 - Fall Break. No Class.

Wednesday, Oct. 21

- Review Midterm Exam
- Lecture: Format

WEEK 10:

Monday, Oct. 26

- Lecture: Fonts

Wednesday, Oct. 28

- Lecture: Fonts

WEEK 11:

Monday, Nov. 2

- Lecture: Color

Wednesday, Nov. 4

- Lecture: Color

WEEK 12:

Monday, Nov. 9

- Lecture: Using photos and illustrations

Wednesday, Nov. 11

- Lecture: Using photos and illustrations

WEEK 13:

Monday, Nov. 16

- Lecture: Writing headlines and subheads

Wednesday, Nov. 18

- Lecture: Writing headlines and subheads

WEEK 14:

Monday, Nov. 23

- Lab

Wednesday, Nov. 25 – Thanksgiving Break. No Class.

WEEK 15:

Monday, Nov. 30

- Lecture: Working with text

Wednesday, Dec. 2

- Lecture: Working with text

WEEK 16:

Monday, Dec. 7

- Lecture: Designing pages

Wednesday, Dec. 9

- Final review

FINALS WEEK:

Wednesday, Dec. 16 – Final exam from 10 a.m. to noon

Mass Communications Departmental Policies

LATE WORK:

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

EXAMINATIONS:

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS. Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. The student must be performing at a passing level and have a legitimate reason to receive an "I." Students cannot be assigned an "I" because they have excessive unexcused absences or because they are failing the course. If an incomplete is given, the instructor will submit information which specifies what work must be done to remove the "I" and the grade to be assigned if the work is not complete. The student is responsible for submitting the work by the deadline assigned by the instructor. Incompletes are given for a limited period of time, not exceeding one year.

TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE:

93.0 – 100	=	A	70.0 – 72.49	=	C-
90.0 – 92.99	=	A-	67.5 – 69.99	=	D+
87.5 – 89.99	=	B+	62.5 – 67.49	=	D
82.5 – 87.49	=	B	60.0 – 62.49	=	D-
80.0 – 82.49	=	B-	Below 60.0	=	F
77.5 – 79.99	=	C+	Not I or W		
72.5 – 77.49	=	C			

CHEATING/PLAGIARISM:

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion - the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of "0", which is an "F", on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT:

If you believe that you need accommodations for a documented physical, psychiatric, or learning disability, please contact the Disabilities Services Coordinator at (405) 208-5090 for an appointment to discuss your needs and the process for requesting accommodations. The Student Disabilities Services Coordinator is responsible for coordinating disability-related accommodations and will issue students a documented Access Plan, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact the Student Disabilities Services Coordinator as soon as possible. To speak with the coordinator about other concerns, such as medical emergencies or arrangements in case of a building evacuation, please make an appointment as soon as possible.

PREVENTING SEXUAL HARASSMENT:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds, including federal loans and grants. Title IX also prohibits student-to-student sexual harassment. If you encounter

unlawful sexual harassment or gender-based discrimination, please talk with your professor or with the Title IX Coordinator at 405-208-5075. Visit <http://www.okcu.edu/hr/titleIX/> for more information.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.

POLICY STATEMENT

I have read the above stated policies for the academic year 2015-16 for the Mass Communications Department.

I understand the policies and agree to abide by them.

Name

B#

Date

Course Name and Number