Loyola University Chicago
Fall 2019 | MWF 1:40-2:30 p.m.
COMM 315-201 Advanced Reporting - Mosaic, Room 002

Instructor: Jessica R. Brown
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail on weekdays; and limited responses on weekends. Remember to include your name and the course on your subject line. Please use your Loyola account when sending e-mails.)
Office: SOC 218   **Phone:** 312-915-7726
Office Hours: Wednesdays 10-11 a.m. & 2:30-4, Fridays 11-12; & by appointment

COURSE DESCRIPTION: This course is for advertising and public relations majors who want to understand the creative and design perspectives of the industries. Students will learn the fundamentals of visual design used in print and digital advertising and public relations messaging. Students will employ various technology and design software programs that are used in today's business to develop visual communication projects. Assignments will culminate in a final project.

IDEA LEARNING OBJECTIVES
- Learning how to find, evaluate, and use resources to explore a topic in depth
- Learning to apply knowledge and skills to benefit others or serve the public good
- Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course

TEXT AND OTHER MATERIALS
- Blundell, W. E. (1988). *The Art and Craft Featuring Writing*. New York, NY: Plume. (Required)
- Additional readings & materials are on Sakai. Each week has themes to help you focus on story ideas and content.
- *The Associated Press Stylebook*, 2018 is recommended, but at least 2016 or later
- Subscription (print and/or digital) to a daily U.S. news publication: You may get a FREE subscription to the New York Times here: http://libraries.luc.edu/nytimes. Proof of subscriptions is required.
- New rules for using Adobe

GRADING

100-95 A	94-90 A-	89-87 B+	Exams (20%)
86-83 B	82-80 B-	79-77 C+	Print stories & editorial (30%)
76-74 C	73-70 C-	69-67 D+	Graphics & Multimedia (30%)
66-65 D	Below 65 F		Participation, Job Performance & Reflection (20%)

- I will entertain grade disputes up to 72 hours after the grade has been released, including weekends. After that I will not discuss any grade disputes for any reason.
- To earn an A- or above, ALL stories must be publishable at the conclusion of the semester.

PLAGIARISM AND ACADEMIC INTEGRITY: Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Details of the SOC policy on this issue are available on Sakai. Students are expected to read, understand and follow the policy. Please ask questions if you are unsure about the policy rather than risking a failing grade. Additionally, assignments will be subject to review by the Turnitin service. Any story that is flagged by this service will require immediate action.

SPECIAL NEEDS: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

AP STYLEBOOK: Because this is a journalism class, we will use the AP Stylebook when writing copy. You may use a book published 2016 or later. You are responsible for staying up-to-date on any changes the organization makes, especially if you have an older version. See https://www.apstylebook.com

ASK A LIBRARIAN
The work for this course requires you to do your own research. These may be a range of academic journals, videos, or online references from legitimate sites. If you need additional help please contact Katherine Tucker Paterson (kpaterson@luc.edu) who is the librarian for the School of Communication, or search the university's library.

ABOUT THE CLASS
Mosaic Magazine is in its 16th year and is student-run social justice publication. Each year students craft a series of features and profiles focusing on a selected theme. This year's theme is CLIMATE CHANGE. Each story is written to highlight various people, organizations and issues related to the social justice theme. All news stories for COMM 315 are property of Mosaic and may not be published or redistributed in any form.

| Mosaic Online | Mosaic Facebook |
| Mosaic Twitter (@MosaicLoyola) | Mosaic Instagram (mosaicloyola) |

This course requires us to work as a team. Sakai will me our main resource for course content, instruction, and online communication. Also, you must use Microsoft OneDrive for all documents, photographs and video. OneDrive works similarly to Google docs. There is a folder named **COMM 315 Fall 2019** for this course and it has been shared with everyone in the class. You may only use your Loyola UVID for this resource. Additionally, you should use Word Online in OneDrive for your written stories and share them with me for editing.

- OneDrive for Business online help
- OneDrive and Sakai will be our primary online sources of communication for this course.
- Sakai online help

JOB ROLES & DESCRIPTIONS: Students may apply to any job. Jobs that receive no applicant will be assigned. Students are responsible for completing all tasks for their job in a timely and professional manner. Please complete the Google form to apply for a position.

Managing Editor: This person is in charge of the weekly progress of editorial content, helps support the mission of the magazine, and ensures all work adheres to the social justice theme. In the event the instructor is unavailable, the ME will assume authority over communication, editing and meeting deadlines for the publication. The ME will also aid with coordinating with the Feature & Opinion Writing course. This person must supply the class with weekly missives with news hooks via Sakai to help students stay aware of stories related to the social justice theme; craft a Letter from the Editor for print & online, and commit to providing feedback on drafts in OneDrive.

Copy Chief: This person is responsible for leading the proof-reading and fact-checking process of Mosaic. The CC should love words, accuracy, and be a pro at AP Style. The individual will also help organize, name and archive editorial content, and craft working headlines for news stories, work with the writers to craft captions, and commit to providing feedback on drafts in OneDrive.

Social Media Manager: This person is in charge of all social media content for Mosaic. This person will manage the Twitter, Facebook and Instagram accounts. The SMM promises to: protect the passwords, not to change or corrupt the passwords, maintain editorial integrity by only posting and sharing content appropriate to Mosaic Magazine and not to publish, share, retweet, like, etc. any content that puts Mosaic or its partners in a negative light. The same principles of journalism ethics used for the editorial content must be followed for social media.

Online Editor: The OE will manage content for Mosaic online, which will include posting stories, writing headlines and captions, coordinating with other staffers, especially the social media manager. This person should have experience with WordPress and an eye for design.

Advertising Manager: This person is responsible for selling ad space and managing contact information. While a majority of ads are sold in house (Loyola), this person will ideally have the skills and desire to sell space to businesses and organizations outside the university community. The AM does not have to deal with money, just contract for ad sales.

STORY TYPES & EVIDENCE: Each student is required to complete a written trend/issue story, a profile of a person, place or organization, a info graphic for print & video, a photo essay, a staff editorial, a video news story, and a podcast. All stories must include hyperlinks to any statement of fact as evidence that you have located legitimate resources that support your statements. You should use the OneDrive editing feature to aid in providing evidence to back up your claims. **All written work should be in Times, 12 pt. double-spaced.**

- NAMING CONVENTION: Assignment_LASTNAME.extension
(i.e Profile_BROWN.doc or Trend_BROWN.doc or Video_BROWN.mp4)

READINGS & ASSIGNMENTS: All readings and assignments are due the day they are listed. Some assignments may need to be submitted to both Sakai and to OneDrive, so please read all instructions carefully.

COURSE SCHEDULE (subject to change) – Assignment details are on Sakai
Week 1 – Introduction; Sources; Stories
        Readings, see Sakai Week 1
Aug. 26: Course Overview
        ASSIGNMENT – Job applications, due Sept. 7 > click here
Aug. 28: Understanding Climate Change > local and national
Aug. 30: No In-Class meeting (Faculty retreat)

Week 2 – Shaping Ideas I; Video & Audio
Readings, see Sakai
Sept. 2: Labor Day, NO CLASS
Sept. 4: Hooks & Hunches & Cultivating Sources
Sept. 6: Multi-media reporting; ASSIGNMENT – Video Package due Sept. 25
        DUE – Job applications

Week 3 – Research, Research, Research
        Readings, see Sakai Week 3
Sept. 9: Academic Journals & Google Searches
Sept. 11: Filing FOIAs
Sept. 13: NO IN-CLASS MEETING
        DUE – Jobs assigned; ASSIGNMENT: File a FOIA by Sept. 20.

Week 4 – Shaping Ideas II: Making stories Evergreen
        Readings, see Sakai Week 4
Sept. 16: Workshop: Trend/Issue pitches
Sept. 18: Workshop: Profile pitches
Sept. 20: TRAINING: Editing with Premiere Pro
        DUE – FOIA request(s)

Week 5 – Photos & Video
        Readings, see Sakai Week 5
Sept. 23: Photo essays & framing
        ASSIGNMENT – Photo essay; due Nov. 15
Sept. 25: DUE – Video news story
Sept. 27: TRAINING: Creating a podcast
        ASSIGNMENT – Podcast; due Oct. 25

Week 6 – Community Engagement & Data
        Readings, see Sakai Week 6
Sept. 30: Communitarianism Theory & Journalism
        ASSIGNMENT: Presentation - Who is affected by your stories?; due Oct. 9
Oct. 2: Workshop: Graphics as a storytelling technique:
        ASSIGNMENT: Graphics pitches; due Oct. 4 via Voice Thread; drafts due Oct. 23; final Nov. 1
Oct. 4: NO IN-CLASS MEETING; DUE: Graphic pitches via Voice Thread

Week 7 – Presentation; Exam
Readings, see Sakai Week 7
Oct. 7: No Class, Fall Break
Oct. 9: DUE: Presentation - Who is affected by your stories?
Oct. 11: Exam I (No In-Class Meeting)

Week 8 – Drafts Round I
       Readings, see Sakai Week 8
Oct. 14: DUE – Feature draft due to OneDrive & Sakai w/ Workshop
Oct. 16: COMM 262 features draft workshop
Oct. 17: COMM 262 features feedback

Week 9 – Drafts Round II
       Readings, see Sakai Week 9
Oct. 21: DUE – Feature draft due to OneDrive & Sakai w/ Workshop
Oct. 23: FOIA updates & next steps I; Engaged Learning requirements
Oct. 25: DUE – Podcast

Week 10 – Editorial, Reviews & Analyses
       Readings, see Sakai Week 10
Oct. 28: Workshop: Editorials/Reviews examination
Oct. 30: Workshop: Editorial pitches
Nov. 1: DUE – Graphics copy/video draft to OneDrive & Sakai w/ Workshop

Week 11 – Exam II; Digital Ethics Symposium
       Readings, see Sakai Week 11
Nov. 4: Exam II (No In-class meeting)
Nov. 6: Exam II (No In-class meeting)
Nov. 8: Digital Ethics Symposium

Week 12 – Drafts Round III & Workshop
       Readings, see Sakai Week 12
Nov. 11: COMM 262 op/ed draft workshop
Nov. 13: COMM 262 op/ed feedback
Nov. 15: DUE – Final photo essay

Week 13 – Review drafts; Turkey Time
       Readings, see Sakai Week 13
Nov. 18: DUE – Editorial drafts workshop (to OneDrive ONLY)
Nov. 20: DUE – Final Editorial OneDrive & Sakai
Nov. 22: DUE – Graphics copy/video final to OneDrive & Sakai w/ Workshop

Week 14 – Drafts Round IV & Final Work
       Readings, see Sakai Week 14
Nov. 25: TBD
Nov. 27: No Class, Thanksgiving Break
Nov. 29: No Class, Thanksgiving Break

Week 15 – Final Work
       Readings, see Sakai Week 15
Dec. 2: Final FOIA updates & next steps II
Dec. 4: Final file organization
Dec. 6: Online posts

Final Exam: Thursday, Dec. 12**
**This course has no final exam, but final edits, if necessary, for print stories are due by 3 p.m.