Miami Dade College

Course Description
JOU 2200 | Editing and Makeup | 3 Credits

The application of copy desk techniques, including evaluating and editing copy, correcting faulty news stories, handling wire copy, writing headlines, and designing page layouts. Prerequisite: JOU 1100.

Competency 1:
The student will demonstrate proficiency in applying editing principles and makeup techniques to enhance the quality and presentation of journalistic content by:
1. Applying editing principles to identify and rectify major areas of concern in draft journalistic content, ensuring accuracy and clarity.
2. Utilizing peer reviews and editing checklists to assist in the revising and editing process of journalistic materials.
3. Revising and editing draft journalistic content to produce a final version that meets professional standards and editorial guidelines.
4. Employing makeup techniques to enhance the visual presentation of journalistic materials, including layout and design considerations.
5. Demonstrating the ability to estimate the length of stories, identify type class and size, and lay out front and inside pages following layout principles.

Learning Outcomes:
- Communication
- Critical Thinking
- Information Literacy

Competency 2:
The student will have developed a comprehensive understanding of the editorial process and visual presentation techniques in journalism by:
1. Analyzing and applying various visual presentation techniques, such as layout design and graphics integration, to enhance the aesthetic appeal and reader engagement of journalistic materials.
2. Integrating the use of multimedia elements, including photography and videography, to complement and enrich the storytelling aspect of journalistic content.
3. Evaluating and implementing editorial feedback to refine the clarity, coherence, and overall impact of journalistic materials, ensuring alignment with professional standards and audience expectations.

Competency 3:
The student will demonstrate the ability to critically evaluate and enhance the visual and editorial aspects of journalistic materials by:
1. Employing advanced graphic design and layout techniques to enhance the visual appeal and readability of journalistic materials, ensuring a seamless integration of textual and visual elements.
2. Analyzing the effectiveness of various editorial styles and applying appropriate revisions to improve the overall coherence, tone, and impact of journalistic content.
3. Collaborating with peers and industry professionals to receive constructive criticism and feedback, integrating diverse perspectives to refine the visual and editorial components of journalistic materials.