

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

JRL 7000

Change(s) Initiated: (Please check)

- | | |
|---|---|
| <input type="checkbox"/> Closing of Degree | <input type="checkbox"/> Change in Degree or Certificate |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree: Adding Concentration |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Degree: Deleting Concentration |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Prerequisite, Corequisite, and/or Pre/Co-requisite |
| <input type="checkbox"/> New Course | <input type="checkbox"/> Change in Course Designation |
| <input type="checkbox"/> New 82 Course (Pilot Course) | <input type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> Deletion of Course(s) | <input type="checkbox"/> Change in Course Title, Number, Credits and/or Hours |
| | <input type="checkbox"/> Change in Academic Policy |
| | <input type="checkbox"/> Pathways Submission: |
| | <input type="checkbox"/> Life and Physical Science |
| | <input type="checkbox"/> Math and Quantitative Reasoning |
| | <input type="checkbox"/> A. World Cultures and Global Issues |
| | <input type="checkbox"/> B. U.S. Experience in its Diversity |
| | <input type="checkbox"/> C. Creative Expression |
| | <input type="checkbox"/> D. Individual and Society |
| | <input type="checkbox"/> E. Scientific World |
- Change in Program Learning Outcomes
- Other (please describe): _____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: _____ Signature, Committee Chairperson: _____

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: _____ 



New Course Proposal Form*

*This form is **NOT** intended for Internships or Field Work

1. Complete the requested course information in the table below. Indicate “**NONE**” where applicable.

*For Assignment of New Course Number, contact **Academic Scheduling**.

Department:	Communications and Performing Arts
Course Designation/Prefix:	JRL
*Course Number:	XXXX
Course Title:	Scepter Practicum
Course Description: (Note: Description should include language similar to Course Learning Outcomes.)	Practical and professional experience working on print and digital publications. Students are assigned to work on covering the news of a community college, as well as the surrounding neighborhood. Over the course of the practicum, students will also learn basic newspaper layout, website design, photo and audio editing and social media for journalists.
Prerequisite(s):	None
Corequisite(s):	None
Pre-/Co-requisite(s):	None
Open ONLY to Select students (Specify Population):	
Frequency course is to be offered (Select All that Apply)	X Fall Winter X Spring Summer
Suggested Class Limit:	25
Indicate if a special space, such as a lab, and/or special equipment will be required:	A computer lab with full Adobe Creative Suite.

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* -*Hours are based on hours per week in a typical 12-week semester (Please check **ONE** box based on credits):

1-credit:	<input type="checkbox"/> 1 hour lecture <input checked="" type="checkbox"/> 2 hours lab/field/gym
2-credits:	<input type="checkbox"/> 2 hours lecture <input type="checkbox"/> 1 hour lecture, 2 hours lab/field <input type="checkbox"/> 4 hours lab/field

3-credits:	<input type="checkbox"/> 3 hours lecture <input type="checkbox"/> 2 hours lecture, 2 hours lab/field <input type="checkbox"/> 1 hour lecture, 4 hours lab/field <input type="checkbox"/> 6 hours lab/field
4-credits:	<input type="checkbox"/> 4 hours lecture <input type="checkbox"/> 3 hours lecture, 2 hours lab/field <input type="checkbox"/> 2 hours lecture, 4 hours lab/field <input type="checkbox"/> 1 hour lecture, 6 hours lab/field <input type="checkbox"/> 8 hours lab/field
More than 4-credits: <input type="checkbox"/> Number of credits: ____ (explain mix lecture/lab below)	
_____ Lecture _____ Lab	
Explanation: _____	

3. **Where** does this course fit? Select from the following:

<input checked="" type="checkbox"/> Degree Program(s)/Certificate(s)*	List Degree Program(s)/Certificate(s): 1. Journalism and Print Media 2.
<input checked="" type="checkbox"/> General Education/Pathways	Select ONE of the following: <input type="checkbox"/> Life and Physical Science (LPS) <input type="checkbox"/> Math and Quantitative Reasoning (MQR) <input type="checkbox"/> World Cultures and Global Issues (Group A) <input type="checkbox"/> U.S. Experience in its Diversity (Group B) Creative Expression (Group C) <input type="checkbox"/> Individual and Society (Group D) <input type="checkbox"/> Scientific World (Group E)
<input type="checkbox"/> 82XX Pilot/Experimental Course	If proposed as a “real” course, where will this course fit? Select from the following: List Degree Program(s)/Certificate(s): 1. 2. Select ONE of the following: <input type="checkbox"/> Life and Physical Science (LPS) <input type="checkbox"/> Math and Quantitative Reasoning (MQR) <input type="checkbox"/> World Cultures and Global Issues (Group A) <input type="checkbox"/> U.S. Experience in its Diversity (Group B)

	<input type="checkbox"/> Creative Expression (Group C) <input type="checkbox"/> Individual and Society (Group D) <input type="checkbox"/> Scientific World (Group E)
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***If Degree Program/Certificate is Selected:**

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)

30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)

20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating a “Change in Degree or Certificate”
2. Memo with rationale for inclusion of the course within the curriculum
3. “Current” Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. “Proposed” Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

If General Education/Pathways is Selected:

- [Please refer to NYSED Guidelines for courses that are considered Liberal Arts \(General Education\).](#)
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a “real” course.

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating BOTH “New Course” and “Pathways”
2. CUNY Common Core Pathways Submission Form

4. **List the Course Learning Outcomes** – Course Learning Outcomes are measureable/demonstrable, containing “**action verbs**” (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should significantly align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL sections** of the same course and **MUST** be included on the syllabus.

Course Learning Outcomes
1. Collect, evaluate, and ethically present news and information across various platforms and genres, including digital and print, while adhering to legal, moral, and ethical standards to effectively develop and pitch story ideas.
2. Develop expertise in selecting, producing, and analyzing photo, audio, and video content to create original multimedia pieces and critically assess published works created by others.
3. Demonstrate a knowledge of the technological programs and apps needed to create unique and factual journalistic work.
4. An understanding of the efforts of prior creators, publishers and journalists and how it shapes the medium today.

5. **Assessment of Course Learning Outcomes:** The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading.

REMINDER - Assessment of Course Learning Outcomes are based on a **Common Syllabus** – to allow for any qualified instructor to teach the course.

Course Learning Outcome	Percentage of Grade	Measurement of Learning Outcome (Artifact/Assignment/Activity)
1. Collect, evaluate, and ethically present news and information across various platforms and genres, including digital and print, while adhering to legal, moral, and ethical standards to effectively develop and pitch story ideas.	30	Every article the students write over the course of the semester will require them to do reporting on pieces that will be published.
2. Develop expertise in selecting, producing, and analyzing photo, audio, and video content to create original multimedia pieces and critically assess published works created by others.	20	One article the students write during the course will showcase their ability to use social media to report a topic outside their community.
3. Demonstrate a knowledge of the technological programs and apps needed to create unique and factual journalistic work.	25	Every article the students pitch will have either a photo or audio element to ensure the piece is published in the student newspaper or on the website, or as a part of the podcast.
4. An understanding of the efforts of prior creators, publishers and journalists and how it shapes the medium today.	25	All audio/photos and texts will be edited in accompanying software via Adobe or Microsoft. Students must learn software in order to advance in class.

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to include.

The students enrolled would consist of Journalism and Print Media Majors, Media Arts students looking to broaden their writing abilities, liberal arts students looking for an intriguing new elective and those considering Journalism as a career field but unsure.

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course’s role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Annual Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students seeking to transfer to a 4-yr college or transition into a career after KCC?

Practicum’s goals would be to foster an environment where students can learn the skills needed to work for a news publication that houses both physical print and digital media elements. Essentially, it is a professional lab set up to reinforce the strategies, modalities of a successful journalist- the ability to work with different mediums and people, all in a deadline-centric atmosphere. With print media continuing to wane, but opportunities still existing in the field, the need for print design and layout are still strong ones. With digital journalism opportunities more prevalent than ever, many of the same skills transfer. Add in efforts in web layout, social media promotion and the opportunities to pitch stories in both digital and physical formats and this class would serve as a springboard into a working environment after or before graduation.

8. Upon transfer, does this course meet a specified requirement for a degree at a 4-year institution? If so, please include the institution and degree program. It is recommended you review your current [Articulation Agreements](#).

Similar courses within CUNY-

John Jay: ENG 233 News Reporting and Writing

Brooklyn: JNM410: Web Design Workshop, JNM 435 Supervised Internship

York: JOUR 383: Beat Reporting and Community News Coverage

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

This course will not conflict with anything being offered in Kingsborough and will also serve to rekindle the effort of Student Publications to provide a free newspaper to the College and the surrounding community.

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

The Associated Press Stylebook, 2023 Edition
Adobe Indesign, Photoshop, Audition access for all students.

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be specific and explicit regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

JRL XX Journalism Practicum

Course Description:

Practical and professional experience working on print and digital publications. Students are assigned to work on covering the news of a community college, as well as the surrounding neighborhood. Over the course of the practicum, students will also learn basic newspaper layout, website design, photo and audio editing and social media for journalists. This course may be repeated three times for a total three (3) credits.

Student Learning Objectives For This Course:

Be able to gather news for a variety of news formats and genres, including digital, print and to successfully produce pitch written and oral stories for publication.

Demonstrate a clear understanding of the use of social media and crowd-sourcing in the covering of local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.

Gather, interpret and assess photo, audio and video content for the purpose of creating their own unique content for publication.

Demonstrate a knowledge of the technological programs and apps needed to create unique and factual journalistic work.

An understanding of the efforts of prior creators, publishers and journalists and how it shapes the medium today.

Have an understanding of Journalism ethics, morals and legality issues and how they interact with other mediums such as media relations, marketing and non-fiction creative writing.

Course Requirements:

Students must attend class production meetings every week. In addition, students fulfill the course requirements by EITHER writing pieces for the publication in digital and physical format or working on the editing and layout teams. Students must however work on both sides of the production for at least one piece during the semester.

All enrolled students on both production and reporting teams must attend meetings as scheduled by their respective editors. Production and reporting days will be assigned after the first week of the semester. If you have any conflicts, they must be listed on your form when you apply for an editorial or production position.

Students who do not fill out an application form will be assigned a position on any of the following teams:

Editorial (Proof-reading, Fact-Checking, Reviews. Op-Eds), Campus News, Entertainment, Sports, Layout.

Attendance is required of all students at JRL XX meetings and all production meetings.

Important Dates:

Please note that this class meets EVERY WEEK at X:XX . Please see the attached calendar:

Week 1:

Introduction to the College Newspaper

Building Social Media Presence

Staff Assignments and Role Overview

Newsroom Ethics and Standards

Initial Story/Layout Assignments

Week 2/3:

Reporting Basics: Fact Checking and Sources

Writing Workshop: News and Feature Articles

Editing of First Assignment

Designing of Graphical Elements For Publication

Week 4:

Editorial Process: Editing 101, How to Develop Camaraderie Through the Editing Process.

Day-Of Stories

Proper Curation of Photography and Multimedia Content

Repurposing Content for Social Media

Second Assignment Pitches

First Assignment Layout

Week 5/6:

First Production Team Meeting

Layout and Design Principles for Print and Web

Second Assignment Reporting

Editing Second Assignment

Week 7:

Second Story Layout

Continued Building Social Media and Digital Presence

Ethics in Photojournalism

Week 8/9:

Roving Reporter for Web Story

Third Assignment Pitches

The Business of Newspapers

Third Assignment Reporting

Week 10:

Web-Only Material

Editing Third Assignment

Special Event Coverage

Week 11:

Third Story Layout

The Future of Journalism: Trends and Predictions

Internships 101

Week 12:

Final Proofreading/Fact Checking of All Pieces

Professional Development

Course Wrap Up and Evaluations

Finals Week:

Final Project Due (Printed Newspaper/Online Version)

Portfolio Submission (Individual Contribution by Student)

Reflection Paper Due

Grading:

There are no formal quizzes, exams, or homework assignments. You will be graded on the following criteria:

- Class attendance/participation.
- Prompt attendance to all meetings.
- Class Discussion & Participation during class.
- Overall Attitude and Sense of Ensemble Spirit.
- Successfully fulfilling the expectations of your assigned role.
- Completion of three articles for the newspaper, as well as one: Day Of story, Roving Reporter piece, Web-Only piece and a Three-page Reflection piece that details your experience during the semester.
- Students arriving late to meetings or do not submit pieces on time will receive a significant reduction to their grade.

Etiquette and Behavior:

Journalism is defined by collaboration. That means that we all work together for the creation of the work. The following

is expected of all students.

- To show up on time and be present in the work.
- To maintain a safe atmosphere.
- To work together for the good of the production.
- Not to engage in any activity that threatens other students.
- Not to engage in any activity that is meant to create friction or acrimony amongst others.
- To ask questions.
- To be respectful of others at all times.
- To work actively to create a supportive and creatively inspiring environment.

Failure to adhere to these expectations will result in failing the course.

Required Texts:

The Associated Press Stylebook, 2023 Edition

Additional Resources:

[Student Publication Lab at Kingsborough: Weekly Meeting Space]

[List of Relevant Printing/Software Publishing Tools already in possession] Adobe Indesign, Photoshop, Audition access for all students.

[List of Relevant MMJ equipment/software already in possession] Laptops, Zoom Recorders. Most of this is already in our possession through Perkins.

12. Selected Bibliography and Source materials: