PROFESSOR: Cecilia Deck deckcecilia@fhda.edu
Note: This is a general syllabus, subject to change each quarter.

DESCRIPTION
These one-unit online distance learning classes help produce produce La Voz Weekly, the La Voz website (lavozdeanza.com), Video La Voz and associated social media. Students receive assignments by email. On-campus presence is required for most assignments.

JOUR 62a – Freelance Reporting for Student Media
JOUR 62b – Freelance Photography for Student Media
JOUR 62c – Freelance Video Production for Student Media
JOUR 62d – Freelance Digital Production for Student Media
JOUR 62e – Freelance Graphic Production for Student Media
JOUR 62f – Freelance Copy Editing for Student Media

WHAT IS LA VOZ?
• A First Amendment student publication that includes La Voz News along with our website, social media and video content. Students create and control the content, from ads to stories and photos to layout.
• A historical record of life at De Anza College, going back to the college's founding in 1967.
• A business. We sell ads and are accountable to the advertisers for publishing on time.
• A student activity. La Voz media and the students who produce it are an integral part of life on campus.

GOALS FOR STUDENTS IN THE COURSES
• Produce and contribute appropriate journalistic assignments for print, visual media and/or online student media.
• Communicate with one or more editors to obtain assignments.
• Keep a weekly log of learning activities and assignments.

TEXTBOOKS
• La Voz Handbook (online and handed out at orientation)
• Associated Press Stylebook, 2014 or later. Also available as online, as an app, or as an add-on to Microsoft WORD.
• Other books, vary by course.

FACILITIES
Our newsroom in L-41 features large-screen Mac computers with most Adobe Creative Suite programs. Students are welcome to work in the lab during open hours – my office hours and other times TBA. We lend out equipment such as voice recorders, cameras, tripods and Lavaliere mics. We also have books on reporting, photojournalism and graphics.

PLAGIARISM/ACADEMIC INTEGRITY
Reporting and producing content for media involves seeking information from varied sources. All sources must be attributed news-style. If you cut-and-paste material from the Internet or copy
information from any other source and don’t attribute it specifically, that is plagiarism. Professional journalists who plagiarize are fired and blacklisted. I will likely report any plagiarism incident to the Dean of Student Development and it could appear on your permanent record. The assignment will not fulfill course requirements.

**REQUIREMENTS**

- Log in to Catalyst at least once per week. Post to Pitches/Updates. Pitch content that relates to De Anza College. If two weeks go by and you have not posted in Pitches/Updates, you may be dropped.
- Specific requirements vary by class. Expect to spend at least **three hours per week** on assignments.
- Complete readings, discussion assignments and quizzes in Catalyst as assigned.
- Assignments MUST be assigned or pre-approved by an editor (or the adviser in rare cases).
- Behave in a professional manor, complete assignments by deadline and keep editors informed.
- Keep a log of time spent on class activities and submit it at midterm and at the end of the quarter, along with a one-page assessment explaining what you learned over the quarter.

**GRADING:**

Points and Grading Scale (out of 100):

- 80 points – Production assignments (vary by course): Timeliness, ethical use of sources, professionalism.
- 10 points – Online participation in Catalyst (Pitches/Updates)
- 10 points – Weekly log, mid-term and end-of-quarter report.

95-100=A, 90-94=A-, 87-89=B+, 84-86=B, 80-83=B-, 76-79=C+, 70-75=C, 0-69=no pass

To earn full points on production assignments, follow editors’ instructions, submit by deadline and stay in contact with editors.