

**To the Student:**

After your registration is complete and your proctor has been approved, you may take the Credit by Examination for the second semester of Journalism.

**WHAT TO BRING**

- notebook paper

**ABOUT THE EXAM**

This test will give you the opportunity to demonstrate your mastery of the Essential Knowledge and Skills as outlined by the Texas Education Agency.

The Credit by Examination is composed of:

- 40 true/false questions
- 15 fill-in-the-blank questions
- 14 matching questions
- 6 short answer questions
- 1 essay question

You will have three hours to complete the exam. Sample questions similar to those found on the exam are provided on the following pages.

The examination is based on the Essential Knowledge and Skills for this subject. Since questions are not taken from any one source, you can prepare by reviewing any of the adopted textbooks that are used at your school. If you do not have a textbook or any other study material available locally, you may contact the Outreach & Distance Education Bookstore. The Bookstore carries the textbook used with our second semester Journalism Distance Education course. The textbook is *Journalism Today* by NTC/Contemporary Publishing Group, Inc. (1998). The stylebook contained at the back of this textbook provides information for the style questions. If you are using another text, you should review style in the *Associated Press Style Guide*. Photography and computer information may be obtained through a variety of photography and computer books available at most public libraries, computer stores, or photography stores.

For more information about CBE policies, visit <http://www.ode.ttu.edu/takeacbe/> or see your course Policies & Forms Guide.

Good luck on your examination!

# Outline of Study

## I. Design

### A. Basic Design Principles

#### 1. Terminology

- a. nameplate/flag
- b. deck/subhead
- c. refer
- d. teaser/promo/skybox
- e. headline
- f. jumpline
- g. art/logo
- h. byline
- i. initial cap
- j. header
- k. infographic
- l. caption

#### 2. Measurement(s)

- a. pica
- b. point
- c. column inch

#### 3. Type

- a. fonts
- b. serif
- c. sans serif
- d. leading
- e. type weight
- f. line length
- g. underlining

### B. Other Design Concepts

1. Focal point
2. Modular design
3. Design device considerations
  - a. bullets
  - b. white space

- c. rule lines
- d. image/photo/art angles
- e. color
- f. photo cropping
- g. column length/arrangement

## II. Yearbook Design

### A. Parts of the yearbook

- 1. Cover
- 2. Endsheets
- 3. Opening/Closing
- 4. Sections
- 5. Folio

### B. Theme

## III. Photography

### A. Photo essay

- 1. Purpose
- 2. Elements

### B. Captions

- 1. Content
- 2. Length

### C. Cropping

### D. Using the camera

- 1. F/stop
- 2. Depth of field
- 3. Shutter speed
- 4. Aperture
- 5. Equivalent exposure
- 6. Panning
- 7. Flash
  - a. red eye
  - b. synchronization
  - c. bounce flash

### E. Darkroom

- 1. Film development/printing

- a. chemicals
  1. T-Max, D-76, HC-110, Dektol, stop bath, fix
- b. process of development/printing
  1. test strip
  2. timer
  3. enlarger
  4. times for printmaking
2. Associated equipment needed for processing
  - a. thermometer
  - b. tanks
  - c. trays
  - d. tongs
  - e. paper

#### IV. Advertising

##### A. Propaganda

1. Bandwagon
2. Testimonial
3. Plain folks
4. Transfer
5. Fear
6. Logical fallacies
7. Glittering generalities
8. name calling
9. warm fuzzies
10. us vs. them

##### B. Types of advertising

1. classifieds
2. display
3. insertions

##### C. public relations

#### V. Computers

##### A. Elements of a computer

1. Examples: monitor, mouse, CPU, keyboard, hard drive, floppy, etc.

##### B. Types of software

1. Examples: Adobe Pagemaker, Adobe Illustrator, Microsoft Word, Macromedia Freehand
- C. Basic computer operating system functions
1. Examples: open/close a file, copy/delete files, etc.
- D. Create a layout
1. Toolbox
  2. Placing stories
  3. Setting up columns
  4. Type specifications
  5. Formatting text
  6. Indexing
- E. Internet
1. Terms associated with the Internet
  2. Impact of the Internet on journalism

## Sample Final Examination

### True/False

- \_\_\_\_\_ 1. A header is a large line of type over every story.
- \_\_\_\_\_ 2. One inch is equivalent to 6 picas.
- \_\_\_\_\_ 3. Leading refers to the space between lines of type.
- \_\_\_\_\_ 4. Captions should be written in the present tense.
- \_\_\_\_\_ 5. All printing of photographs should be done with the enlarging lens wide open.

### Fill-In-The-Blank

- 6. The pages before the title page and attached to the cover are called the \_\_\_\_\_.
- 7. Art not associated with any particular story is called \_\_\_\_\_.
- 8. The type of propaganda in which the premise is accurate but the conclusion isn't is called \_\_\_\_\_.
- 9. The bath that makes film images permanent is called \_\_\_\_\_.
- 10. Depth of field is greater at \_\_\_\_\_ apertures.

### Matching

- |                            |  |
|----------------------------|--|
| _____ 11. business manager | A. a headline that runs the entire width of a page   |
| _____ 12. dummy            | B. type that is set unevenly   |
| _____ 13. ISO              | C. person on a staff in charge of advertising sales, production and financial record keeping |
| _____ 14. ragged           | D. a standard of measurement for the speed of film   |
| _____ 15. banner           | E. pages used to draw a mock-up of the final page  |

### **Short Answer**

16. Explain the process for developing negatives.
17. You are at a football game and you are shooting pictures for yearbook. Your camera light meter indicates that you should be shooting at 1/60 and f/5.6. You want a greater depth of field behind your team's best player. What would be a better f/stop and shutter speed? Why?
18. List all the shutter speeds and explain what their function is in relationship to motion in a picture.

### **Essay**

19. If you were to set up a staff and order equipment for a newspaper or yearbook, name the positions that would be available to students and the equipment that you would need to produce your publication using desktop publishing.
20. Explain public relations and the role it plays in connection to a newspaper or other publication.

## Answers to Sample Final Examination

1. F
2. T
3. T
4. T
5. F
6. endsheets
7. stand alone
8. logical fallacy
9. fix
10. smaller
11. C
12. E
13. D
14. B
15. A
16. Step One: Make sure that you have all the necessary equipment. You will/may need a bottle or can opener, a thermometer, reel(s) for the film, a developing tank, T-Max developer or some other appropriate developer (HC110, D-76, etc.). You may need stop bath (but not necessary) and fix. Make sure the chemicals are fixed properly and that they are the correct temperature (between 68-72 F).  
  
Step Two: Turn out the lights.  
  
Step Three: Take film out of canister using can opener. Be sure not to touch the film except on the edges. Roll the film onto the reel.  
  
Step Four: Secure the lid on the film tank.  
  
Step Five: Pour in developer. Develop the film according to temperature and film type. Example: T-Max 400 ASA at 68 = 6½ minutes. Agitate for

the first thirty seconds. Then, agitate for five seconds every 30 seconds until time is elapsed.

Step Six: Pour out the developer and wash the film in water for one minute.

Step Seven: Pour out the water and pour in the fix. Keep the film in the fix for 5-7 minutes. It may need to be longer depending on the fix strength. At the end of the time, check the film to make sure it does not have a purple tinge. If it does, then fix for 2-3 more minutes.

Step Eight: Rinse the film in water for one minute. Place film in Photo Flo or some other film washer. Hang the film and dry prior to cutting into strips and placing clear negative sleeves for storage.

17. f 8 @1/30 or f11 @1/15. The smaller aperture will give you greater depth of field. You would need to have your camera on a tripod at this slower speed and some of the action may appear to be blurred. This may not be a bad picture if you want to show action.

18.

<u>1</u>	<u>2</u>	<u>1/2</u>	<u>1/4</u>	<u>1/8</u>	<u>1/16</u>	<u>1/30</u>		<u>1/60</u>	<u>1/125</u>	<u>1/250</u>	<u>1/500</u>	<u>1/1000</u>
These speeds will <b>blur</b> any action/movement								These speeds will <b>stop</b> any action/movement				

19. This is the basic information that would need to be included in a well-developed essay of 3-5 paragraphs to answer this question. Adding specifics or more detail to explain positions or equipment may be necessary.

Depending on the size of the staff and the money or resources available to the staff, the following would be needed: editor, assistant editors, section editors, photography/darkroom editor, business manager, advertising editor/manager; copy editor, assignment editor, and staff (ad sales staff, writing staff, photography staff, etc.)

You would need computers, flatbed scanner, negative scanner, storage system such as Iomega Jaz disks, Iomega Zip disks or floppy disks, minimum 600 dpi printer, cameras (both adjustable 35 mm and digital), necessary darkroom equipment, scissors, and plastic film storage sheets.

20. Public relations is an awareness of the different groups or publics that an organization or a publication serves. In a business, the publics that are served include the stockholders and the people who buy the product or service. In addition, another public might be the people who are affected by the production of the product. In a newspaper, for instance, the paper may have multiple publics which may include the readers, faculty, staff, and community.

Making sure that the different publics are represented well and that they are satisfied with the product are a part of the public relations of a newspaper. The administration and faculty are usually part of the group that is being covered and,

consequently, must be a part of planning for the newspaper. Keeping them abreast of the changes to be made in the publication is a good PR step. Making sure that they are treated fairly and accurately add up to good PR. When a newspaper is published, small things such as providing a personal copy of the newspaper article are good PR.

The student body and community each are a part of the newspaper's publics. Community members often establish perceptions about the school or student body through the newspaper. Making sure that community ties are good will help the community understand the student body and feel as if they are part of the school. This sense of belonging will help the staff when it is time to sell advertisements to those same merchants.

Trying to determine the needs of each public when it comes to the newspaper is important. If the newspaper meets the reading, ego, and information needs of all of its publics, then it will be successful and have the full support needed to meet financial and communication goals set up by the editorial board or editors.