

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



SUB EDITING

28 MARCH 2006

Quark:

- What is Quark?
- Technology & the Sub

Editorial Production:

- Creating News
- Newsroom
- Copytaster
- Measuring the News
- News Patterns
- Production
- Production Start Up

Design & Typography:

- Format
- Balance of Contents
- Roles
- Designing the Pages
- Typography
- Using Type
- Design Workshop

Pictures:

- Role of Pictures
- Sources
- Photo Briefing
- Choosing Pictures
- Editing Pictures
- Design

Text:

- Editing
- Checking Sources
- Making It Fit
- Editing the Page
- Order & Shape
- Introduction
- Delayed Drop
- Story Sequence
- Quotes
- Geography
- Time

Language:

- Sentence
- Paragraphs
- Punctuation
- Right Word
- Clichés
- Vogue Words
- Misused Words
- House Style
- Journalese

Writing Headlines:

- Words
- Symbols
- Accuracy
- Headline Punctuation

Abbreviations
Content

Headline Typography:

Shape
Arrangement
Type Style
Character Counts
Spacing
Creativity
Alternative Words
Caption Writing
Contents Bills

Rewriting:

When to Rewrite
Revising & Editionising

Subbing & the Law:

Legal Traps
Privilege

Handling a Running Story:

Dealing with the Text

Features:

Planning & Design
Editing & Projection

Reading List

Main Text:

New Sub-Editing – F W Hodgson (Butterworth Heinemann)