



IOWA *Summer*

JOURNALISM

*Workshop 2024*

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# Michelle Sillman

**ISJW Director**



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# Melissa Tully

**Director and Professor, University of Iowa  
School of Journalism and Mass Communication**



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School of Journalism and  
Mass Communication



**IOWA NEWSPAPER  
ASSOCIATION**

**The Gazette**  
140<sup>TH</sup> ANNIVERSARY



Iowa Summer Journalism Workshop Sponsorships  
and Scholarships

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# Counselors



# **Sophia Restiffe Favoretto**

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**Head Counselor**





# **Karina Navarro**

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**Health Counselor**





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# Abby Wedemeyer

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Counselor





**Sam  
Peterson**

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**Counselor**



# Natalie Kehrli

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**Counselor**



# **Aviva Adams- Wilk**

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**Counselor**





# Jacob Voge

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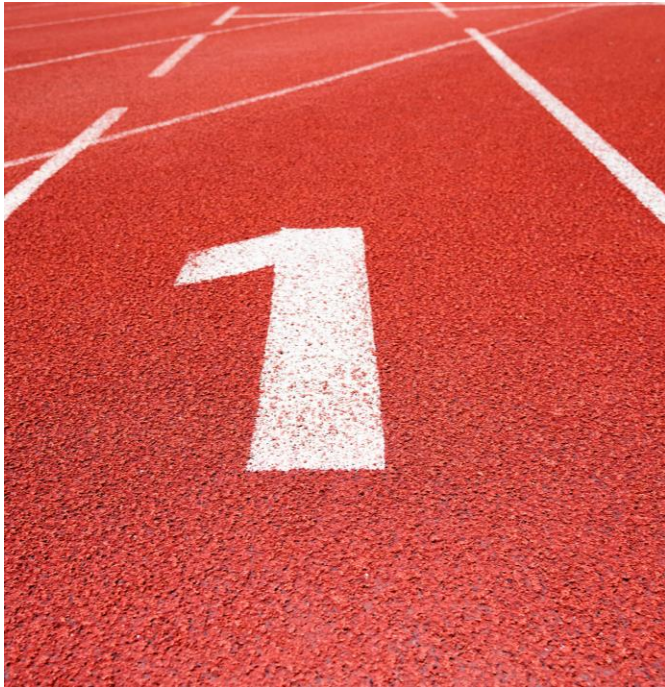
Counselor



# Early Bird Award

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**Morning Meeting  
Daily winners**



**Counselor and  
Campers**



**Final Prize**



**Winners:  
SAM PETERSON'S GROUP**



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# Staff and Faculty

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**Erin Goss**

**ISJW Assistant Director**





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# Jacob Meyer

**SJMC social media & student support**



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**Max Willis**

**SJMC social media & ISJW photographer**



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**Kevin Ripka**

**Advanced Graphic Design**



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# Angie Looney

**Broadcast Journalism**



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**Erin Jordan**

**Investigative Reporting**



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# Jarrin Williams

**Personal Writing: Writing Opinion and  
Self Expression**



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# Rekha Basu

**Personal Writing: Writing for Change**



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# Miranda Meyer

**Photo Journalism**





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# Greg Johnson

**Publication Leadership**



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**WHAT WE DID!**

# Investigative Reporting

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Lila Grosko  
Ben Harrington  
Annabelle Heller  
Madelyn Johnson  
Ariel Kolder  
Allie Lackershire  
Melanie Martinez  
Serenity Miles  
Samson Naleway  
Avery O'Brien  
Esteban Oyola  
Avery Riehl  
Shanza Sami  
Samantha Shish



# Interviewing Experts on AI and education

Tyler Bell, Engineering professor



Juan Pablo Hourcade  
Computer Science



Eden Jones  
Office of Teaching, Learning  
and Tech



# ROAD TRIP!

## Covering a court hearing and touring the Cedar Rapids Gazette



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# Writing on deadline

Beets was sentenced to 14 years in prison, followed by a lifetime on parole. He pleaded guilty to with sexual abuse in the 3rd degree, exploitation of a minor by a school employee, and assault with intent to commit sexual abuse without injury.

“I am not dangerous,” Beets said. “I am not a risk or threat to the community.” -- *Avery O'Brien*

Beets urged the judge to consider the fact that he has no prior record. In his statement he mentioned that during his 2 ½ year pretrial release he had been “flawless”, with no criminal activity. He said he had spent his time giving back to his community and attending therapeutic and psychiatric services. Beets did not explicitly mention the victims in his statement. -- *Melanie Martinez*

Judge Thornhill, however, sternly disagreed with Beets’ assessment of his actions: “You are not the victim here.” -- *Ben Harrington*

As the use of generative Artificial Intelligence (AI) increases, educational institutions are being forced to adapt. Professionals at the University of Iowa and the Iowa City Community School District (ICCS) are working to develop new AI policies for their students and faculty. Dr. Eden Jones (they/them) and Andrew Fenstermaker (he/him) are among the individuals working on these guidelines.

“English language learners and neuro-atypical students’ writing often gets picked out by faculty graders as [being generated by] AI,” said Jones. “They [faculty] need to be really cautious about levying the charge that AI was used.” -- *Avery Riehl*

Tyler Bell, an assistant professor of Electrical and Computer Engineering at UI, has an answer.

“The good and the bad is kind of in the eye of the beholder,” Bell said in a recent interview with high school journalists attending the Iowa Summer Journalism Workshop in Iowa City. “If it’s giving me all the same things a real person would give me, like satisfaction, what’s the downside of that?” -- *Esteban Oyola*

# Short-form videos about AI

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**Avery R., Serenity, Madelyn & Ariel**

<https://share.icloud.com/photos/078PAvWPGcdnwttqcysYjgWHw>

**Ben, Estaban & Samson**

<https://youtube.com/shorts/d8PB0tHaeXE?si=tZ3uKcHLONY-jYKF>

**Allie, Samantha & Lila**

<https://www.wevideo.com/class#view-media/3503017879>

**Shanza, Annabelle, Melanie & Avery O.**

<https://www.youtube.com/watch?v=-WtW0oE8SHw>

# Awards

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- Rising Star
- Go Getter
- Not Afraid to Ask



# Publications Leadership AKA – The Higher SPHERES of Leadership



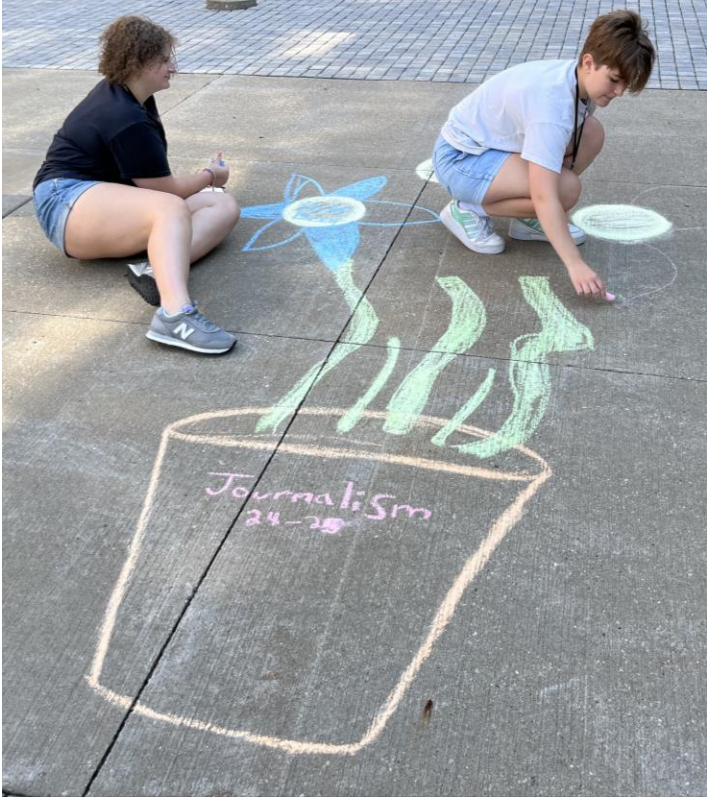
# Meet Our Three Highly Competitive Teams



Team Missouri: Micah and Theo



Team Wisconsin: Ahvanalyn and Anna



Team Iowa: Dory and Evelyn



# We Had a Ball

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- We juggled a dozen different leadership roles.



# We Were on a Roll

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- We created a half-dozen plans—real and pretend.



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# We Widened Our Circle of Friends

- We learned more about ourselves and the teams we'll be leading.

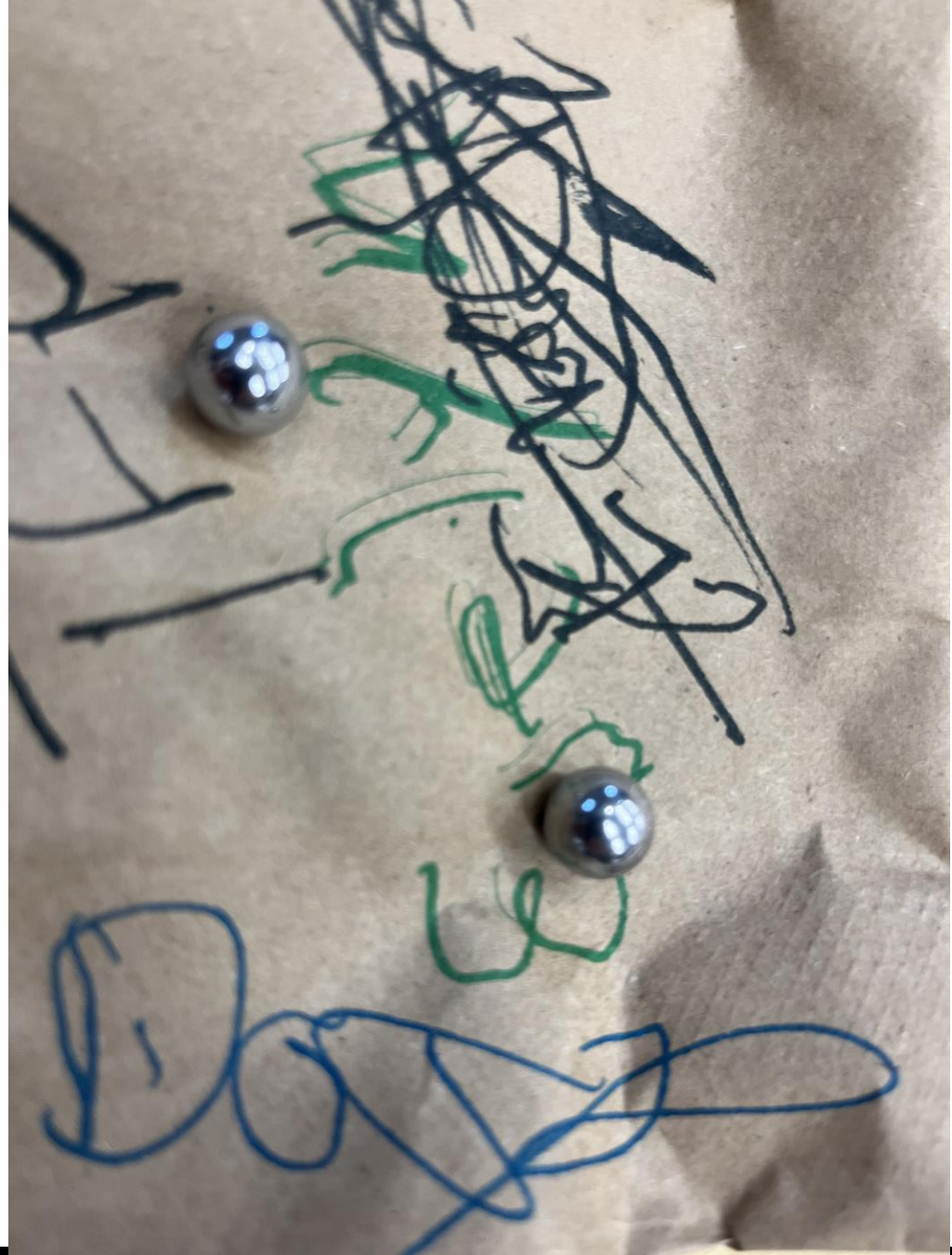
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# We Sharpened Our Sphere

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- We discussed our futures—near and far.



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# We Even Dropped the Ball

- We learned to fail quickly and make adjustments to succeed.

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# “What the Heck Are You Up To?”

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- Collaborator
- Communicator
- Arbiter
- Creator
- Designer
- Planner
- Inspector
- Curator
- Allocator
- Ambassador
- Mentor

## **Hatched Yesterday**

- Dory - Explorer
- Evelyn - Analyst
- Ahvanalyn - Coach
- Theo - Advocate
- Micah - Seeker
- Anna - Empathizer



# The Globe Award

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- Recognizes a well-rounded person who rises to a challenge with confidence and humanity.
- Our Globe Award winner was chosen by their leadership peers.
- And the award goes to...



# Anna Amundson & Micah Doherty



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# Advanced Graphic Design

**Kevin Ripka**

Associate Professor of Instruction  
University of Iowa



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Art and Visual Communication have A LOT of overlapping skills to master!



The element that truly separates art and design is a mastery of

# TYPOGRAPHY



**APEX:** point at top of letter where two strokes meet.  
**APERTURE:** the partially enclosed negative space within a letterform.  
**ARM:** horizontal stroke connected to a stem at only one point.  
**ASCENDER:** the part of a lowercase letter that ascends above the x-height.  
**BOWL:** curved part that fully or partially encloses counter.  
**BRACKET:** curved transition from the stem into the serif.  
**COUNTER:** the negative space enclosed (fully or partially) in certain letters.  
**CROSSBAR:** horizontal stroke that connects two sides of a letter. Sometimes called a "bar."  
**CROSS STROKE:** horizontal stroke that intersects a stem.  
**CROTCH:** the acute angle that's formed inside where two diagonal strokes meet.  
**DESCENDER:** part of glyph that dips below the baseline.  
**DOT:** the mark above an "i" or "j." Also known as a title.  
**EAR:** small stroke extension on the bowl of a "g" or "h."  
**FOOT:** part of the serif that sits on the baseline.  
**HAIRLINE:** The thinnest stroke in a typeface.  
**HEAD SERIF:** serif at the top of an ascender.  
**JOINT:** Where a stem meets a stroke.  
**LEG:** Downward stroke.  
**LINK:** connector between the bowl and loop of a "g."  
**LOOP:** full or partially enclosed bottom counter in a double-story "g." In scripts full or partially enclosed extensions on letters like "l."  
**SERIF:** a small mark at the beginning or end of a stroke.  
**SHOULDER:** The arc projecting downward from a stem on "m" etc.  
**STEM:** a vertical stroke.  
**SPINE:** thick diagonal curve on "x" and "8."  
**STROKE:** any line segment in a character. Sometimes, more particularly, the core diagonal portion in letters like "m" and "w."  
**SWASH:** a flourish in place of a terminal or serif.  
**TAIL:** a finishing stroke at or below the baseline.  
**TERMINAL:** the end of a stroke. A "final" is a tapered or curved terminal.  
**VERTEX:** the external angle where two strokes meet.

Woodgagh fonts in use: Beak, Beverly Drive Right, Cambridge, Champion Ace, Lane Pine, Maritain, Palm Canyon Drive (w/Retro Supply Co), and Santa Ace Sans. [www.woodgagh.com/Fonts](http://www.woodgagh.com/Fonts)



# The 4 Levels of Typography



Letterform  
(Typeface Design)

Display and body typefaces are other classifications we need to keep in mind for proper readability.

A display typeface, a decorative or ornamental typeface, is a category of typefaces designed to make a visual impact and draw attention. Unlike text or body typefaces, which are designed for readability in large blocks of text, display typefaces are intended for use in headlines, titles, logos, or other short and large-sized text settings where legibility is still essential, but the emphasis is on creating a distinctive and eye-catching design.

The unique design of display typefaces can make them highly effective for creating visual interest and communicating a specific mood or message. However, readability should not be compromised, and it's crucial to ensure that the typeface remains legible even in larger sizes or when combined with other design elements.

just right

Typesetting for  
Readability

SUBHEADER

## Header 1

Body copy, under the biggest header. Clear hierarchy gives structure and makes text more scannable if somebody needed to find certain information fast.

## Header 2

Body copy, under the second most important header. Clear hierarchy gives structure and makes text more scannable if somebody needed to find certain information fast.

Typesetting for  
Organization

baseline grids  
*create a common rhythm*

Modular grids are created by positioning horizontal guidelines in relation to a horizontal grid that governs the whole document. Baseline grids serve to anchor all text to a common baseline.

Create a baseline grid by choosing the typeface and leading of your text, such as 12 pt body text with a 18 pt leading (twice the leading to that you can work with whole numbers that multiply and divide evenly). Use that first space increment to set the baseline grid in your document software. Adjust the top or bottom page margins to always align with the baseline grid.

Determine the number of horizontal page rows in relation to the number of lines in the baseline grid. Create four page lines (1 in a full column of text and three above a number that divides evenly into the line count to create horizontal page divisions. A column with four lines of text divides evenly into seven horizontal modules with six lines each. If your line count is not evenly divisible, adjust the top margin.

Captions and other details are added to coordinate with the document baseline grid.

In style guidelines, captions, and other elements, choose line spacing that works with the baseline grid. Such as 12 pt for headlines, 14 pt for subheads, and 18 pt for captions. (Web designers can choose similar increments four heights to create single elements with coordinated functions.)

When positioning position all page elements in relation to the baseline grid. Don't force it. Though, sometimes a layout works better when you override the grid. View the baseline grid when you want to check the position of elements, but it's off when it's distracting.

InDesign, set the baseline grid in the Professional Grids and Guides window. Create horizontal divisions in 1-point/Custom Guides. Make the horizontal guidelines correspond to the baseline of the grid's primary text by choosing a number of lines that divides evenly into the number of lines in full columns of text. Work from the top down, as you make

NEW HEADINGS  
12 pt Scale Base Pro Bold

PRIMARY TEXT  
12 pt Scale Base Pro

CAPTION  
12 pt Scale Base Pro Bold

Typesetting for  
Structure

# The Workshop Plan

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- Day 1** Introduction, Letterform
- Day 2** Typesetting for Readability and Organization
- Day 3** Grids for design and typesetting
- Day 4** Visually compelling design
- Day 5** Final Presentations & Wrap-up

# Our Project: Dynamic Magazine Layout (Lead and Body Spreads - 4 pages total)





## What we learned along the way

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- Font selection and pairing for aesthetics and readability
- Advanced typesetting for readability and organization
- Grids for layout
- Publication design parts and strategies
- Visually compelling techniques and creativity
- Adobe InDesign (and some Photoshop & Illustrator)



NO FOOD OR DRINK

NO FOOD OR DRINK

<https://shorturl.cc/hnnd2>  
Room: Workshop  
Pool: Workshop - 2024  
the DUBS  
||  
the EASY Birds  
||

SCIENTIFIC AMERICAN  
The World's Most Influential Science Magazine

FALL

Handwritten diagram on a piece of paper

A Day On The River

# Swivel Chair Cowgirl Award

Brynn "Beep" Pogmore



# Four-Wheel Bicycle Imagineer Award

Kyla Barnhart



AI wouldn't draw a 4-wheel bicycle!!



# Broadcast Journalism

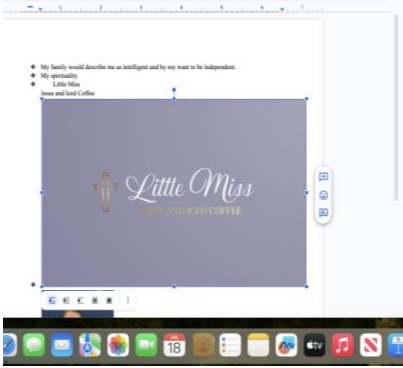
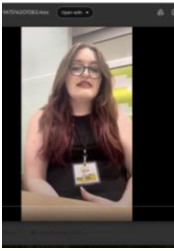
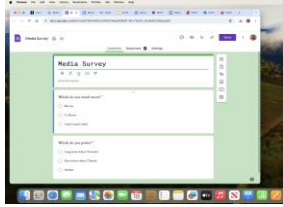
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# Personal Writing: Writing Opinion and Self Expression



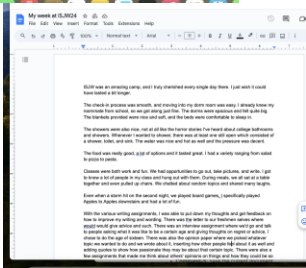
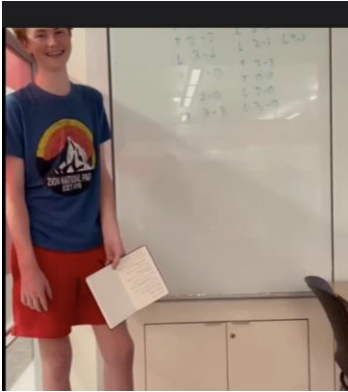
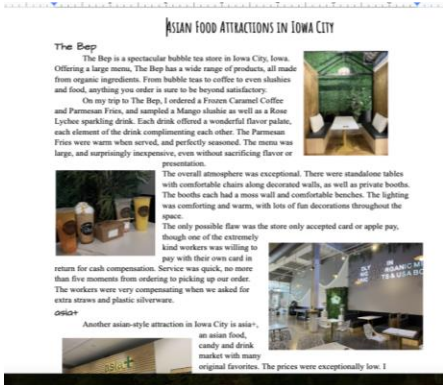
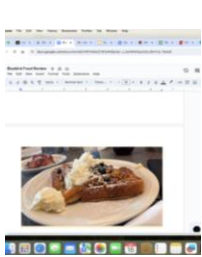
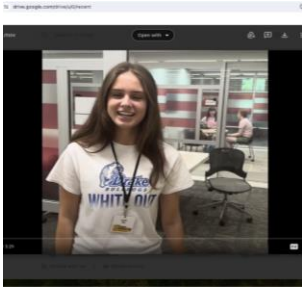
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# Personal Writing – JW



This week, we worked on telling stories with words, photos, and videos. The overall goal was to provide many modes of telling stories within their campus communities this upcoming school year.

- Students created:
- A brand
  - Written content
  - Photo content
  - Video content
  - A mock blog



# Awards

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Best Branding Award:

Triple Talent Award:

MVPW (Most Valuable Personal Writing) Award:



# Personal Writing: Writing for Change

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- Anna Catlett
- Marissa Fee
- Natalie Goodner
- Amira Henderson
- Mazzy Jensen
- Ella Johnson
- Vanessa Litton
- Kenzie McKnight
- Ella Sorkin

# Personal Writing: Writing for Change

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## **Immigrant Welcome Network of Johnson County:**

- Home visit with new immigrants from Egypt resulting in student commentaries about the immigration process, being an outsider in America and the American dream

## **Columns based on recent news events:**

- Sharing personal experiences and research in response to U.S. Surgeon General's warning on teenage social media use
- Homelessness and new Supreme Court decision on arresting homeless people

## **Personal writing:**

- Climate activism
- Reflections on depression, eating disorders, ambition and career

# Our visit with new immigrant family from Egypt resulted in some great stories



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# Above and Beyond Award

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## Mazzy Jensen

For constantly challenging and pushing herself beyond expectations even when she was injured and could've gone back to bed!

Nice job, stellar writing, observations, and connections with others.



# One-Photo Slide

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- Approved on-campus users can access the university's library of professional photos and video footage for marketing and communication purposes at [uiowa.photoshelter.com](https://uiowa.photoshelter.com).



# One-Photo Slide

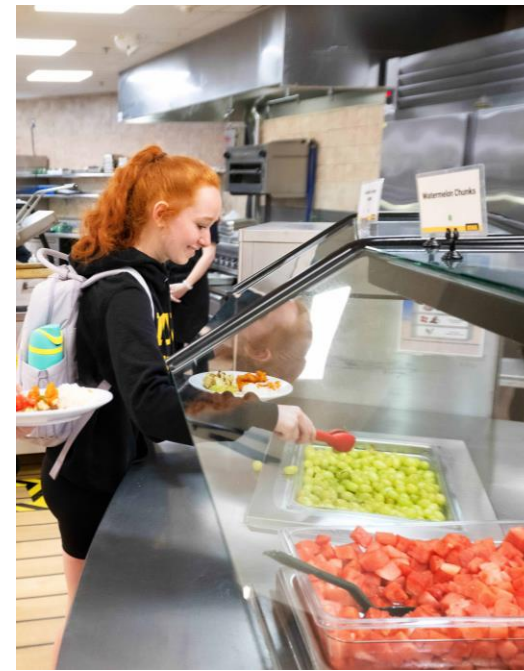
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- Approved on-campus users can access the university's library of professional photos and video footage for marketing and communication purposes at [uiowa.photoshelter.com](https://uiowa.photoshelter.com).



# Three-Photo Slide

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Firstname  
*Lastname*



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View >> Header and Footer >> Add Unit Name

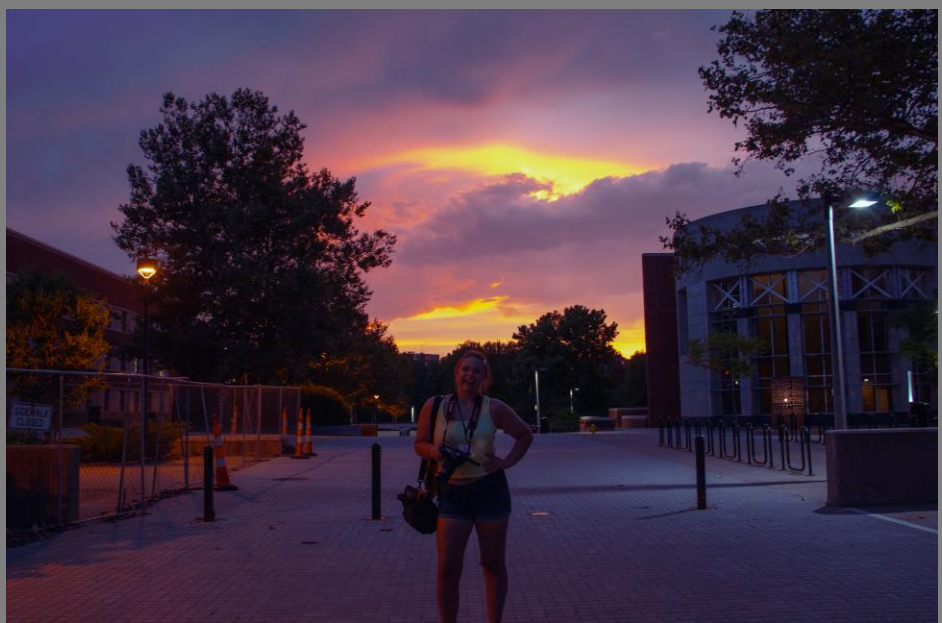
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# Photojournalism



# Color Focus





# Abstract Architecture





# Farmer's Market



# County Fair









# Awards

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- Text



# AWARDS



# Awards

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**#34**



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**Best Public University,  
U.S. News & World  
Report**

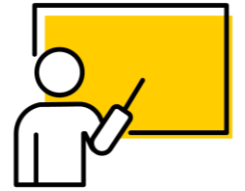
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**Job Placement Rate**

**15:1**

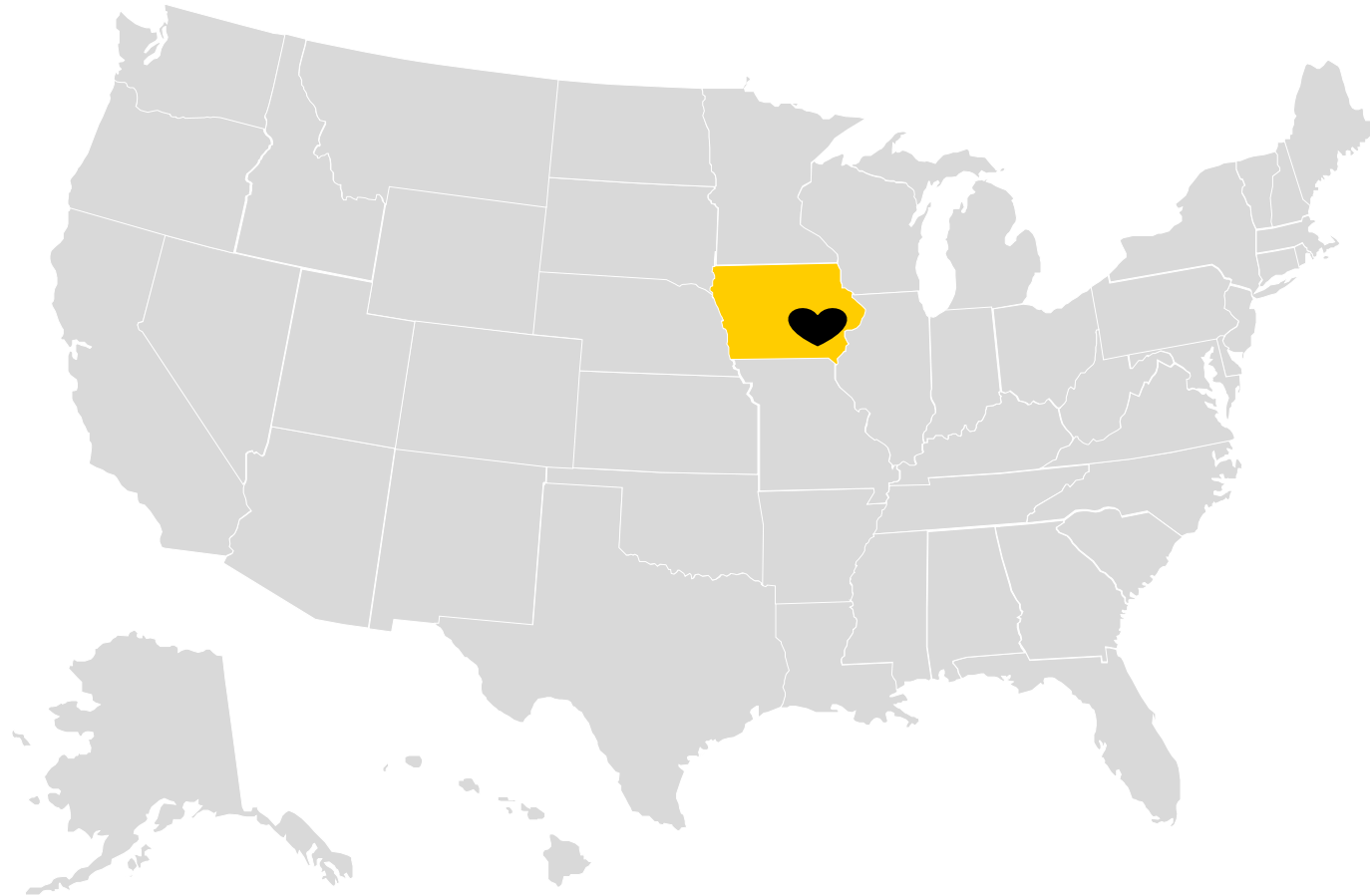


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**Faculty to student  
ratio**

# Come back to visit Iowa City!

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# Iowa Summer Journalism Workshops 2025

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**JULY 13-17, 2025**

Check out new offerings or explore another topic!



**Registration Opens  
January 2025**

[workshops.journalism.uiowa.edu/](https://workshops.journalism.uiowa.edu/)



**Look for Tuition  
Assistance**

Scholarships and Financial Aid help support participation.

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# Thank you!

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**Join us for pizza and  
soda in Adler Rotunda**



**Check out begins at  
Noon in Catlett  
Residence Hall**



**Don't forget to return  
your room key!**

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