

10 categories for an NQJ e-logbook for production journalists

Categories to include PDF or screenshot of subbed copy plus original copy and a cover sheet explaining special circumstances (tight deadline, major cuts, legal problems solved, etc):

1. Developing news story – an important or breaking news story showing the difference between the print and online versions. This would include the different approach to headlines and may indicate development of the story between the online and print deadlines.

2. News feature – a backgrounder, feature or analysis piece to include an explanatory standfirst and any combination of page furniture (such as panels, fact files, timelines, blurbs, pull quotes or captions) to show an understanding of print design elements.

3. News in briefs and digests – two submissions including the original copy to demonstrate an ability to cut agency copy, contributed copy or similar into a uniform length and consistent style

4. Audience engagement – two different examples of techniques to promote stories to a digital audience. For instance: (1) an online story with SEO heads and subheads, keywords, metadata and hyperlinks; social media postings on trending topics; or a live blog. Cover sheets should explain strategy. (2) scheduled and repeat postings, hashtags, appropriate featured images. Could include analysis of readership data.

5. Skilful handling of images - online or print submission demonstrating selection to images to convey story, or promote story on social media, picture cropping in print, positioning of images on a print or web page. Good captioning. Ideas shared for infographics and other illustrations.

6. A double page features spread – Major piece of work involving a headline and standfirst that has a completely different tone to news features, as well as multiple captions, and sensitive treatment of the copy ensuring rhythm and flow.

7. Comment/opinion column – could include sport. Understanding the importance of house style, consistency and attention to detail.

8. Trainee's choice 1 – showcasing work not covered elsewhere. Could include an original page design, an online multimedia feature using software like Shorthand Social, or a way of presenting data in an easy-to-understand way or through images. Cover sheet should explain thinking behind the choice.

9. Trainee's choice 2 – showcasing work not covered elsewhere. Could include an original page design, an online multimedia feature using software like Shorthand Social, or a way of presenting data in an easy-to-understand way or through images. Cover sheet should explain thinking behind the choice.

10. Reflective statement on training (1,000 to 1,500 words)

What have I learned? What went well or not so well? What could have been better? What is my analysis of these events? What changes have I made as a result of these events?

E-logbook assessment info:

200 marks available for e-logbook
Pass mark is 120 marks – 60 per cent
20 marks are available per category.

Marks will be awarded for:

- A high standard of English, spelling and grammar
- Accuracy
- Story structure and readability
- Stories told in a way that will grab and keep people's attention
- Headline writing for print and online
- Technical skills
- Appropriate use of different social media platforms to promote copy
- Legal and ethical issues including the IPSO code
- Familiarity with house style
- Understanding of production terms
- Understanding Google analytics