

JOUR 55 Course Outline as of Fall 2020**CATALOG INFORMATION**

Dept and Nbr: JOUR 55 Title: MULTIMEDIA REPORTING

Full Title: Multimedia Reporting

Last Reviewed: 4/11/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	4.00	Lecture Scheduled	4.00	17.5	Lecture Scheduled	70.00
Minimum	4.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 140.00

Total Student Learning Hours: 210.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

This course provides students with hands-on training to learn how to create and edit text, audio, video and photos to produce and promote multimedia news and feature stories for the digital, social and mobile media.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 1A or equivalent and Course Completion or Concurrent Enrollment in JOUR 1 or JOUR 2

Limits on Enrollment:**Schedule of Classes Information:**

Description: This course provides students with hands-on training to learn how to create and edit text, audio, video and photos to produce and promote multimedia news and feature stories for the digital, social and mobile media. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 1A or equivalent and Course Completion or Concurrent

Enrollment in JOUR 1 or JOUR 2

Limits on Enrollment:

Transfer Credit: CSU;UC.

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2012	Inactive:
UC Transfer:	Transferable	Effective: Fall 2023	Inactive:

CID:

CID Descriptor: JOUR 120 Multimedia Reporting

SRJC Equivalent Course(s): JOUR5

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Conceive, report, research, write and produce technically well-executed, ethically sound news and feature stories for the digital, social and mobile media using combinations of text, images, audio and video.
2. Analyze digital multimedia stories and evaluate them for content, aesthetics, technical quality and promotional effectiveness.

Objectives:

Students will be able to:

1. Develop story ideas, arrange and conduct recorded interviews with sources, and write scripts for the digital, social and mobile media.
2. Create update and modify web pages, social media and mobile content using text, photos and graphics.
3. Adapt to new website, mobile, audio and video software systems and apps to tell and promote multimedia stories.
4. Edit photos, sound and video using the appropriate software programs and/or apps to create compelling digital packages and stories online.
5. Apply ethical and legal journalism standards, accuracy and balance to digital stories.
6. Analyze and evaluate stories told in different media and on different platforms and content

delivery systems and explain whether the appropriate medium was used to tell that story.

7. Use social media to find sources, and to promote stories, videos and other multimedia projects.

Topics and Scope:

I. Writing For Digital and Social Media

- A. News stories: ideas, interviewing, inverted pyramid, dramatic story structure
- B. Text on screen
- C. Interactive elements -- polls, charts, graphs
- D. Writing scripts and story treatments

II. Website Social Media and Mobile App Management

- A. Principles of effective news sites
- B. Uploading stories and photos
- C. Platforms for sharing content
- D. Mobile apps for graphics, audio, video and photo recording and editing

III. Social Media

- A. Types of social media
- B. Use for finding sources
- C. Use for promoting blogs, stories and multimedia projects

IV. Ethics and Legal Considerations

- A. Ethics for digital journalism
- B. Features of successful blogs and social media posts
- C. Objectivity and fairness
- D. Accuracy and balance

V. Audio

- A. Audio recording equipment and microphones
- B. Proper technical execution
- C. Proper aesthetic considerations

VI. Still and Motion (Video) Photography

- A. Photo and video recording equipment
- B. Proper technical execution
- C. Proper aesthetic considerations
- D. Lighting for non-fiction

VII. Video Editing

- A. Editing software
- B. Proper technical execution
- C. Proper aesthetic considerations

VIII. Content Analysis and Evaluation

- A. Using appropriate medium
- B. Story-telling quality
- C. Technical quality
- D. Aesthetics
- E. Effectiveness of promotion on digital, social and mobile platforms

Assignment:

1. Representative reading 15 to 40 pages per week and/or representative viewing of online material (e.g. websites, blogs, audio, video, multimedia)
2. Develop two to four multimedia projects which include news and/or feature story packages and promote them on digital, social and mobile media.

These projects entail: researching topics; finding and interviewing sources; writing scripts, articles, blogs and/or website content; filming b-roll; editing text, audio, photos and video; and promoting the final product.

3. Quizzes

4. One to two exams, including a final

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Articles, blogs and/or website content, and scripts which are part of the multimedia news and/or feature story package

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Multimedia projects comprising the elements listed in Assignment 2

Problem solving
5 - 20%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Multimedia projects comprising the elements listed in Assignment 2

Skill Demonstrations
25 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Exams including a final and Quizzes

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and classroom participation

Other Category
5 - 20%

Representative Textbooks and Materials:

Journalism Next. 3rd ed. Briggs, Mark. CQ Press. 2015 (classic)

Reporter's Guide to Multimedia Proficiency. McAdams, Minda. Most current text available for downloading

Instructor-prepared materials