

JOUR 55 Course Outline as of Fall 2013

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	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	1.00	6	Lab Scheduled	17.50
		Contact DHR	2.00		Contact DHR	35.00
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 157.50

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 multimedia news and feature stories for the web.

**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 multimedia news and feature stories for the web. (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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2012	Inactive:
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<b>UC Transfer:</b>	Transferable	Effective:	Fall 2023	Inactive:
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### **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 and produce technically well-executed news and feature stories for the web using combinations of text, images, audio and video.
2. Adapt to new website, audio and video software systems to tell multimedia stories.
3. Identify and explain online journalism ethical, legal and content issues.
4. Analyze online news trends, including social media, and familiarity with a variety of multimedia reporting techniques.
5. Analyze online multimedia stories and evaluate them for content, aesthetics and technical quality.

### **Objectives:**

Upon completion of the course, students will be able to:

1. Develop story ideas, arrange and conduct recorded interviews with sources, and write articles for the web.
2. Create update and modify web pages using text, photos and graphics.
3. Write blogs and news stories for the web and create compatible charts, photos and other visual elements.
4. Edit photos, sound and video using the appropriate software program to create compelling

packages and stories online.

5. Storyboard, write and construct a multi-layer nonfiction story with the audience's interests as a predominant factor in making decisions.
6. Apply ethical and legal journalism standards, accuracy and balance to web stories.
7. Analyze and evaluate stories told in different media and explain whether the appropriate medium was used to tell that story.
8. Use social media to find sources, and to market blogs and stories.

## **Topics and Scope:**

- I. Writing For The Web
  - A. News stories: ideas, interviewing, inverted pyramid and AP style
  - B. Headlines and cutlines
  - C. Interactive elements -- polls, charts, graphs
- II. Website Management
  - A. Principles of effective news sites
  - B. Uploading stories and photos
  - C. Wordpress and popular web programs
- III. Blogging
  - A. Creating and maintaining a blog
  - B. Features of successful blogs
  - C. Popular blogging software
- IV. Ethics and Legal Considerations
  - A. Ethics for online journalism
  - B. Features of successful blogs
  - C. Objectivity
  - D. Accuracy and balance
- V. Photography
  - A. Digital photography for news and features
  - B. Photo editing
- VI. Audio
  - A. Audio recording equipment
  - B. Audio formats
  - C. Audio editing
  - D. Podcasting
  - E. Audio slideshows
- VII. Video
  - A. Video recording equipment
  - B. Video formats
  - C. Video editing
  - D. Video news stories
  - E. Video feature stories
- VIII. Multimedia Packages
  - A. Layers and levels
  - B. Viewer-centric
  - C. Creating packages that combine text, photos, audio and video
  - D. Analysis of multimedia packages
- IX. Social Media

- A. Types of social media (Facebook, Twitter)
- B. Use for finding sources
- C. Use for marketing blogs, stories, multimedia

### Assignment:

1. Representative reading 5 to 25 pages per week and/or representative viewing of online material (e.g. websites, blogs, audio, video, multimedia)
2. Write blog and market it using social media
3. Interview and create podcast and/or audio slideshow
4. Shoot and edit photos and post them to the web
5. Write 2-10 news and/or feature stories and post them on website
6. Create video news and/or feature story
7. Create multimedia package with above assignments.
8. One to two exams including the 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 website content

Writing  
20 - 40%

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

Homework assignments, multimedia projects

Problem solving  
5 - 20%

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

Multimedia projects

Skill Demonstrations  
25 - 50%

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

1-2 exams including a final

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. Briggs, Mark. CQ Press: 2010.

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

Instructor-prepared materials.