

# MULTIMEDIA JOURNALISM

**Course Code & No. - Section:** JOUR 275 / JOUR 375  
**Course Title (Credits):** Multimedia Journalism (3)  
**Term & Year:** Fall 2015  
**Course Ref. No. (CRN):** 275 – 80593; 375 - 80597

**Instructor:** Tanya Canino  
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**Office:** Prim 334  
**Office Hours:** M/W noon-2:15 p.m.. TU 11 a.m.-1 p.m. or by appointment

**Class Meeting Time:** W 4-6:45 p.m.  
**Location:** Prim 216

**Course Description:** Students will be introduced to the multimedia tools needed for digital storytelling, learning which stories are told best through words, photography, audio and video. Through individual projects, they will learn the equipment and software needed to create blogs, social media, audio interviews, video stories, and audio sound slides. Students will contribute content to the Eagle's Eye website, [www.snceagleseye.com](http://www.snceagleseye.com) and maintain the website for updates, SEO and campus conversation.

**Expectations:** Students will be active class participants, showing respect to all members of the class. Students will do their best original work, and communicate with the instructor if having difficulties.

**Student Outcomes** Upon successful completion of this course, a student will:

1. Be familiar with different digital platforms for gathering and distributing news.
2. Create a personal blog.
3. Be able to maintain content and search engine optimization for a news website.
4. Record and edit an audio story.
5. Create effective photo galleries.
6. Use SoundSlides to make an audio slide show.
7. Film and edit a video story.
8. Use Social Media for newsgathering and to create a campus conversation.

**Methods of Assessing Student Outcomes** Student outcomes will be assessed using the following:

1. Website uploads
2. Social media assignment
3. Audio project
4. Photography project
5. Soundslides project
6. Video project
7. Quizzes and/or tests

## Instructional Strategies

This project-based class will utilize hands on approaches to learn digital storytelling.

## Required Texts and Materials

1. Journalism Next by Mark Briggs
2. Online readings to be assigned
3. Laptop computer
4. Ear buds – bring to every class

## Recommended Texts and Materials

1. Audio recorder
2. Camera, with video capability

**Google Docs:** You will be required to have a free Gmail account so you can access Google Docs.

**snmultimediajournalism.wordpress.com:** You will be referred to this website throughout the semester to access links for class reading, instructions and assignments.

## Attendance - Mandatory

Absences are only excused for school activities or written proof of illness. If a student is absent, work due on that day is still due. **If you miss 2 unexcused classes, your grade will drop one level, from A to B, for example. If you miss 3 classes, you will fail the class.** The best policy is to come to class regularly and communicate with me if there is an excusable reason for an absence.

**Grading Policy**

25 points for each deadline upload (7/175)

100 points for blog project

200 points for 10 blog posts

75 points for Photojournalism project

75 points for Twitter

25 points for Storify

100 points for audio interview

100 points for audio Sound Slides

100 points for video project

50 Multimedia Final

200 points for in-class quizzes, tests, assignments, etc.

1200-1080	A
1079-960	B
959-840	C
839-720	D
719-0	F

**Publication Dates:**

Thurs., Sept. 3

Thurs., Sept. 17

Thurs., Oct. 1

Thurs., Oct. 15

Thurs., Oct. 29

Thurs., Nov. 12

Thurs., Dec. 3

**Upload to Web:**

Wed., Sept. 2

Wed., Sept. 16

Wed., Oct. 30

Wed., Oct. 14

Wed., Oct. 28

Wed., Nov. 11

Wed., Dec. 2

**Tentative Course Schedule:** Note- This schedule provides a general plan for this course. Alterations may be necessary and students will be informed when changes in assignments are made. Students are responsible for the material covered and announcements made during all classes.

Date	Class Plan	Assignment Due
8/19 Wednesday	<b>Introduction to Multimedia Journalism</b>  <b>The tools you'll use</b>	<b>In addition to the assignments due below, you will have online reading assignments posted on <a href="http://sncmultimediajournalism.wordpress.com">sncmultimediajournalism.wordpress.com</a>.</b>
8/26 Wednesday	<b>Blogging</b>  Create blogs in class  Post Snowfall reflection on your blog	Read Journalism Next, pp. 7-16, Chapter 2  Blog worksheet / Find and evaluate a blog you like and share why in class  Read New York Times "Snowfall – Avalanche at Tunnel Creek" and write a 300-word reflection on it.  Set up Twitter account & Tweetdeck
9/2 Wednesday	<b>The Digital Audience</b>  Writing for the Web  SEO for the web  Posting to the Web  Upload Eagle's Eye content	Read Journalism Next, Chapter 9  Share your blog, making sure all requirements are met  Join the conversation: Comment on three different blogs from this class.  1 Tweet
9/9 Wednesday	<b>Photography</b> Composition Photo ethics Photoshop Basics Shoot photos & practice editing  <b>Instagram /Snapchat</b>	Read Journalism Next, Chapter 5  Bring a camera  2 Tweets
9/16 Wednesday	Create a Photo slideshow & a photo layout  Upload Eagle's Eye content  <b>Facebook for Journalists</b>	Bring your photos to class for project  3 Tweets with pic

9/23 Wednesday	<b>Audio Journalism</b> Practice collecting and editing audio  <b>Podcasts</b>	Photojournalism Assignment Due  Read Journalism Next, Ch. 6  4 Tweets
9/30 Wednesday	Edit audio interview  <b>SoundCloud</b> Upload Eagle's Eye content	Podcast assignment  Watch all four parts of Ira Glass on Storytelling on YouTube  5 Tweets
10/7 Wednesday	Listen to audio interviews  <b>Audio Soundslides</b>	Audio Interview posted on SoundCloud  6 Tweets
10/14 Wednesday	Work on Audio Soundslides  Upload Eagle's Eye content	Bring in audio & photos for Audio Soundslides  7 Tweets
10/21 Wednesday	<b>Alternative Story Forms</b>  Google Maps / Timelines	Audio Soundslide posted on your blog  Create Google Map & Timeline  8 Tweets
10/28 Wednesday	<b>Videos</b>  Storytelling  Upload Eagle's Eye content	Storify due  Read Journalism Next, Ch. 7  9 Tweets
11/4 Wednesday	<b>Video editing</b>	5-shots due for video editing  10 Tweets
11/11 Wednesday	Work on videos  Upload Eagle's Eye content	Video storyboard due  Bring in audio & video to edit  10 Tweets
11/18 Wednesday	<b>Mobile Journalism</b>	Bring your iPhone Read Journalism Next, Ch. 4  10 Tweets
11/23-27	<b>Thanksgiving Break</b>	10 Tweets
12/2 Wednesday	Share videos  <b>LinkedIn for Journalists</b>  Upload Eagle's Eye content	Video assignment due  10 Tweets
12/10 Thursday 6:30 – 8:30 p.m.	Final: Multimedia Coverage	

**Sanctions for Cheating and/or Plagiarism: The Honor Code:** The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure their colleagues and peers as well as themselves uphold high standards. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

**Consequences of Violating the Student Honor Code:** SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty is responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

**1<sup>st</sup> Offense:** Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

**2<sup>nd</sup> Offense:** Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

**3<sup>rd</sup> Offense:** Student is expelled.

**ADA Accommodations:** In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, [hconover@sierranevada.edu](mailto:hconover@sierranevada.edu) or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

**The SNC Email System:** The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year. Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

**Resources:** Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) when appropriate for story research. Prim Library Resources include, but are not limited to:

Electronic databases (for peer-reviewed research articles, reviews, newspaper and magazine articles)

Hardcopy periodicals. Full-text articles from many more periodicals are available through the electronic databases.

3. Hardcopy texts

4. Lib Guides: <http://Libguides.sierranevada.edu> These web pages contain instructions about how to use resources available at Prim Library, how to evaluate the appropriateness of information from the Internet for a research paper, how to cite sources, and other topics related to finding and using information.

5. Film resources

**The College Mission Statement:** Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

**The College Core Themes:** Liberal Arts, Professional Preparedness, Entrepreneurial Thinking and Sustainability