

# MULTIMEDIA JOURNALISM

**Course Code & No. - Section:** JOUR 375  
**Course Title (Credits):** Intermediate Multimedia Journalism (3)  
**Term & Year:** Spring 2016  
**Course Ref. No. (CRN):** 10383

**Instructor:** Tanya Canino  
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**Office:** Prim 334  
**Office Hours:** By appointment

**Class Meeting Time:** W 4-6:45 p.m.  
**Location:** Prim 216  
**Prerequisites:** ENGL 101

**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

**Course Description:** Students will use multimedia tools needed for digital storytelling to create an online conversation. 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. Students will learn about Google Analytics, as well as social media marketing.

**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. Create a professional online portfolio.
2. Manage an online news website – Nick.
3. Learn Google Analytics with the goal of earning a Google Analytics Individual Qualification certificate.
4. Develop and manage a social media marketing plan for ODAL – Stephanie.
5. Create a final multimedia story on ReadyMag.
6. Teach Beginning Multimedia classes on your subject of expertise.

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

1. You will spend 5 hours per week on your expertise, including projects, class time and homework for this class.
2. Social media marketing requirements - Create plan with Rosie Hackett (approved by Tanya) to determine # of FB, Twitter, Instagram, Snapchat, blog posts per week for the ODAL program – Stephanie.
3. Online newspaper requirements – Nick.
4. Online personal portfolio.
5. Google Analytics course & reports.
6. Two applicable Poynter courses
7. Multimedia story

## Instructional Strategies

This project-based class will utilize hands on approaches to learn online newspaper management and social media marketing.

## Required Texts and Materials

1. Online readings
2. Laptop computer

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1. Audio recorder
2. Camera, with video capability

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

## Attendance

You are not required to attend all Wednesday multimedia classes. Nick and Stephanie are required be at class at 5:30 p.m. on web upload days. See below. You are required to submit in person 5 hours of activities for each week, which can include class time, projects, Analytics course, homework. Stephanie is required to teach class on March 23. Nick and Stephanie will lead class on April 6. Both need to attend class on May 3.

**Grading Policy**

50 points for online portfolio  
 50 points for Google Analytics courses (2/100)  
 50 points weekly for 5 hours work (14/700)  
 25 points for Poynter courses (2/50)  
 100 points for Multimedia story

1000-900	A
899-800	B
799-700	C
699-600	D
599-0	F

**Publication Dates:**

Thurs., Feb. 4  
 Tues., Feb. 18  
 Thurs., March 3  
 Thurs., March 24  
 Thurs., April 7  
 Thurs., April 21  
 Thurs., May 5

**Upload to Web:**

Wed., Feb. 3  
 Wed., Feb. 17  
 Wed., March 2  
 Wed., March 23  
 Wed., April 6  
 Wed., April 20  
 Wed., May 3

**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.

	<b>Date</b>	<b>Class Plan</b>	<b>Assignment Due</b>
1	1/20 Wednesday	<b>Introduction to Intermediate Multimedia Journalism</b>	<b>In addition to the assignments due below, you will have online reading assignments posted on <a href="http://sncjournalism.wordpress.com">sncjournalism.wordpress.com</a>.</b>
2	1/27 Wednesday	<b>Online Portfolio</b>	
3	2/3 Wednesday  <b>ATTEND CLASS at 5:30 p.m. Stephanie at 5 p.m.</b>	<b>The Digital Audience</b>  <b>Create Twitter account - Stephanie</b>  Writing for the Web- Tanya  <b>SEO for the web- Nick</b>  <b>Posting to the Web - Nick</b>  <b>Upload Eagle's Eye content- Nick</b>	
4	2/10 Wednesday	Work on online newspaper & social media marketing	
5	2/17 Wednesday  <b>ATTEND CLASS at 5:30 p.m.</b>	Work on online newspaper & social media marketing  Upload Eagle's Eye content -Nick	Poynter or online tutorial course completed
6	2/24 Wednesday	Work on online newspaper & social media marketing	
7	3/2 Wednesday  <b>ATTEND CLASS at 5:30 p.m.</b>	Work on online newspaper & social media marketing  Upload Eagle's Eye content -Nick	

8	3/9 Wednesday	Work on online newspaper & social media marketing	Digital Analytics Fundamentals course due
	3/14-3/18	<b>Spring Break</b>	
9	3/23 Wednesday  <b>ATTEND CLASS at 5:30 p.m. Stephanie at 4 p.m.</b>	<b>Social Media for Journalists- Stephanie</b>  Share Storify & Audio Soundslide  Upload Eagle's Eye content -Nick	Stephanie will present what she has been doing with ODAL and share insights on social media for journalists – using Twitter, FB, Instagram, etc.
10	3/30 Wednesday	Work on online newspaper & social media marketing	
11	4/6 Wednesday  <b>ATTEND CLASS at 4 p.m.</b>	<b>Multimedia Coverage – Nick &amp; Stephanie</b>  Upload Eagle's Eye content	The class will be using their multimedia skills to cover an event/issue on campus and return to post the story online. – 25 pts
12	4/13 Wednesday	Work on online newspaper & social media marketing	
13	4/20 Wednesday  <b>ATTEND CLASS at 5:30 p.m.</b>	Work on online newspaper & social media marketing  Upload Eagle's Eye content	
14	4/27 Wednesday	Work on online newspaper & social media marketing	
14	5/3 Wednesday  <b>ATTEND CLASS at 4 p.m.</b>	<b>Mobile Journalism</b>  Experiment with mobile journalism  Upload Eagle's Eye content	Bring your smart phone  Read Journalism Next, Ch. 4  Google Analytics Platform Principles course due
	Final TBA	Share Multimedia Story	Finish Google Analytics IQ Exam

**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 evaluation 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