

MULTIMEDIA JOURNALISM

Course Code & No. - Section: JOUR 275
Course Title (Credits): Beginning Multimedia Journalism (3)
Term & Year: Spring 2016
Course Ref. No. (CRN): 10380

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 be introduced to the multimedia tools used in 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, audio interviews, video stories, and audio sound slides. Students will contribute content to the Eagle's Eye website, 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 multimedia 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 to create a campus conversation.

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

1. Website uploads
2. Social media assignments
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 learning digital storytelling.

Required Texts and Materials

1. *Journalism Next* by Mark Briggs, 3rd Edition
2. Laptop computer
3. 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. **I will subtract 25 points for each class you miss. 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

50 points for Photojournalism project

70 points for Twitter

30 points for Storify

100 points for audio interview

100 points for audio Sound Slides

100 points for video project

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

1075-968	A
967-860	B
859-753	C
752-645	D
644-0	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.

Date	Class Plan	Assignment Due
1 1/20 Wednesday	Introduction to Multimedia Journalism The tools you'll use	In addition to the assignments due below, you will have online reading assignments posted on sncjournalism.wordpress.com.
2 1/27 Wednesday	Blogging Create blogs in class Post Snowfall reflection on your blog	Read Journalism Next, Chapter 2, "Blogging and Microblogging" QUIZ – 10 pts Blog worksheet -20 pts / Find and evaluate a blog you like and share why in class - 5 pts Read New York Times "Snowfall – Avalanche at Tunnel Creek" and write a 300-word reflection on it that you will post on your blog in class.
3 2/3 Wednesday	The Digital Audience Create Twitter account Writing for the Web SEO for the web Posting to the Web Upload Eagle's Eye content	Read Journalism Next, Ch. 1, "We are all web workers now," and Chapter 9, pp. 295-306, "Search Engine Optimization." Build an HTML page, pg. 21 QUIZ – 10 pts Share your blog, making sure all requirements are met Join the conversation: -15 pts Comment on three different blogs from this class. Please make sure you have turned on your blog's commenting feature and approve your comments for publication.

4	2/10 Wednesday	Photography Composition Photo ethics Photoshop Basics Shoot photos & practice editing	Read Journalism Next, Ch. 5 QUIZ – 10 pts Bring a camera Post 2 tweets
5	2/17 Wednesday	Create a Photo slideshow in class Upload Eagle's Eye content	Bring photos to class for project Post 3 tweets, including one retweet
6	2/24 Wednesday	Audio Journalism Practice collecting and editing audio Ira Glass storytelling discussion	Photojournalism Assignment Due on blog Read Journalism Next, Ch. 6 QUIZ – 10 pts Watch all four parts of Ira Glass on Storytelling on YouTube Post 3 tweets with photos
7	3/2 Wednesday	Listen to final audio interviews Audio Soundslides Upload Eagle's Eye content	Audio Interview completed and posted on SoundCloud Post 4 tweets
8	3/9 Wednesday	Work on Audio Soundslides – bring in audio and photos for project Storify	Bring in audio & photos for Audio Soundslides Post 5 tweets
	3/14-3/18	Spring Break	Extra credit for Spring Break Travel Tweets
9	3/23 Wednesday	Social Media for Journalists Share Storify & Audio Soundslide Upload Eagle's Eye content	Audio Sound Slide posted on your blog Storify assignment completed – 30 pts Post 6 tweets
10	3/30 Wednesday	Google Maps Create a Google Map in class Social Media Reports Presentation	Cover an event by Twitter – 7 tweets from the event Social Media reports presented in class – 15 pts
11	4/6 Wednesday	Multimedia Coverage Upload Eagle's Eye content	Post 8 tweets 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	Video Storytelling Video storytelling	Read Journalism Next, Ch. 7 QUIZ – 10 pts Post 9 tweets

13	4/20 Wednesday	Video Editing 5 shot Video Editing Exercise Upload Eagle's Eye content	Video storyboard due – 10 pts Post 10 tweets 5-shot video editing assignment due in class – 50 pts
14	4/27 Wednesday	Video Stories Work on videos in class	Bring in audio & video to edit Post 10 tweets
14	5/3 Wednesday	Mobile Journalism Experiment with mobile journalism Upload Eagle's Eye content	Bring your smart phone Read Journalism Next, Ch. 4 QUIZ Smart phone exercise – 10 pts
	Final TBA	Share videos	Video project posted on YouTube

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.

1st 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.

2nd 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.

3rd 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 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