

# JOUR A116: MULTI-MEDIA REPORTING AND PRODUCING

Item	Value
Curriculum Committee Approval Date	12/06/2023
Top Code	060200 - Journalism
Units	4 Total Units
Hours	108 Total Hours (Lecture Hours 54; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Students will acquire the skills needed to research, write and produce multi-media stories for posting online, including online newspaper sites. Students will gain a basic understanding of digital photography, videography, and photo editing software. Transfer Credit: CSU. C-ID: JOUR 120. C-ID: JOUR 120.

## Course Level Student Learning Outcome(s)

1. Differentiate between the various elements available in making a multi-media production for use on a newspaper or magazine website.
2. Develop a complete multi-media presentation for use on a newspaper website.
3. Design and complete news-oriented slide shows and online videos.
4. Post stories and companion multi-media elements onto the Internet.

## Course Objectives

- 1. Judge the needs of news websites and how they differ from printed newspapers.
- 2. Choose from an assortment of storytelling techniques to design an interesting Internet only feature.
- 3. Design and produce a slide show for an Internet newspaper.
- 4. Design and produce a video for an Internet newspaper.
- 5. Design a complete storyboard.
- 6. Select stories for placement on the Web as opposed to in print.
- 7. Locate and attach Web links to news stories.
- 8. Use the variety of Visual options available including quizzes, polls, sidebars and FAQs.
- 9. Apply AP style to published material.

## Lecture Content

1. a. Introduction to news websites and overview of how to read them.  
b. Discussion of changes in media/journalism with the advent of online media.  
c. Discussion of the balance of news and feature reporting

between online editions and print editions.2. a. Discussing the First Amendment and Libel b. Understanding the news and news judgment. c. Overview of AP style. d. Remaining objective while reporting and producing stories.3. a. Deconstructing the elements of multi-media storytelling b. Describe storyboards. c. Using slide shows and audio slide shows. d. Using video companions to stories.4. a. Introduction to the digital still camera understanding its use and operation. b. Introduction to the online news websites and how to post stories. d. Practical use of video and still photography using available equipment. e. Discussion of length of time videos and slide shows should run with stories and understanding the news website audience.5. a. Introduction to slide show software. b. Introduction to video show software. c. Discuss slide shows and appropriateness of topics.6. a. Learning to think like a journalist in designing multi-media projects. b. Separating technical tasks from journalistic tasks. c. Understanding the importance of attention to detail, multi-tasking, meeting deadlines and working with editors/producers/writers.7. a. Discussion of editing both writing and multi-media elements. b. Working in teams, students will design first multi-media assignment beginning with the development of ideas. c. Brainstorm usable ideas for on-campus slide shows for online posting. d. Using digital cameras shoot photographs for use in first slide show story.8. a. Decide what photos to use in slide show. b. Reaching the reader how photos are used to attract readers. c. Determine the appropriate length of the slide show.9. a. Pre-press photos in PhotoShop using web-required processing. b. Flow photos into slide show software. c. Post completed slide show to an online news site. 10. a. With the same partner, repeat the slide show exercise switching all duties. b. Post the completed slide show online.11. a. Working in teams, students will design first video assignment beginning with the development of ideas. b. Determine if the video will be a stand alone piece or a companion to another story. c. Brainstorm usable ideas for on-campus slide shows for online posting. d. Using video cameras, shoot video for use in first online video. 12. a. Edit the video for use in video. b. Edit sound for use with video c. Determine the appropriate length of the video.13. a. Using video software combine all elements to make a complete video production for online use. b. Post completed slide show to the internet.14. a. With the same partner, repeat the video exercise switching all duties. b. Post the completed video online.

## Lab Content

I. Deadlines II. Basic instruction III. Balancing the news. IV. Storyboards V. Digital still and video camera operation VI. Understanding slideshow and video software. VII. Interviewing VIII. Recording interviews IX. Pitching usable story ideas

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- Lab (04)
- DE Live Online Lab (04S)

## Instructional Techniques

Instructor lectures in the techniques used by journalists and the skills needed for multi-media production gaining experience in a newsroom-like setting.

## Reading Assignments

Students will be expected to read on average 1 hour per week from the textbook, local newspaper websites, and other community websites.

## **Writing Assignments**

Slideshow and video introductions and exit voiceovers will be required. Use of storyboards will be expected. Many of these assignments will be completed during the lab component of the course but may require 1 hour per week outside of class.

## **Out-of-class Assignments**

Interviews and scheduled videotaping or photographing for stories will be required. The majority of these assignments will be completed during the lab component of the course but may require 1 hour per week outside of class.

## **Demonstration of Critical Thinking**

Students will design and develop slideshows and video stories. Taking ideas from conception to completion will demonstrate critical thinking ability.

## **Required Writing, Problem Solving, Skills Demonstration**

Students will be required to write scripts for slideshows and videos, arrange interviews and appropriate times to photograph, and construct a complete multi-media story. This process will require writing, problem solving, and a demonstration of skills.

## **Eligible Disciplines**

Journalism: Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Master's degree required.

## **Textbooks Resources**

1. Required George-Palilonis, J.. The Multimedia Journalist, ed. Oxford University Press, 2013