

Multimedia News Lab  
Jour 4998-001  
Fall 2011  
12:40 - 2:40/ Monday and Wednesday /MJ212

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MJ312  
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## **COURSE SPECIFIC REQUIREMENTS**

### **CATALOGUE/COURSE DESCRIPTION:**

Applied skills in writing, videography, editing and studio work to present a multi-media product.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR MULTIMEDIA NEWS LAB:**

- To understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- To demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

### **PREREQUISITE:**

JOUR 4120 and 4500 or permission of instructor

### **TEXTBOOKS:**

Briggs, Mark. Journalism Next. (2009) CQ Press

### **CLASS WEBSITE:**

<http://uofmultimedia.weebly.com>

All additional readings will be located on the class website.

### **EQUIPMENT:**

1. Access to a digital camera and ability to upload images.
2. Access to a laptop or portable hard drive capable of holding 100GB (video storage)

3. Access to a laptop or smartphone for mobile reporting

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- • To understand that stories on the web can be told in a variety of ways and that format is an important element of storytelling.

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- • Determine which format is appropriate for story telling (video, slideshow, web-story, long format).
- • Understand and practice different styles of writing for web stories, videos, long format writing and captions.
- • Use social media, websites, digital cameras and editing programs to present information.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MULTIMEDIA NEWS LAB**

*Awareness*

- Discuss the role of new media in society and responsibilities associated with covering underserved communities
- Discuss ethical treatment of subjects and issues

*Application*

- Gather information from the community and disseminate to the public via the Internet
- Develop stories for the web and determine the most appropriate format for presentation.
- Gather information and research to develop stories for the web
- Create natural sound video packages, slideshows, and stories written for the web.

**CLASSROOM FORMAT:**

The class will be presented in both the lecture and lab formats. Class discussion will involve discussion and training related to various multimedia skills. Assignments will require students to use a variety of software to tell news stories through a variety of media platforms.

**GRADING:**

Attendance and Participation: 20%

Assignments: 50%

Quizzes: 20%

Tracking Reports 10%

**TENTATIVE TIMETABLE:**

**Mon Aug 29**

Hyperlocal ppt

MicroMemphis

Weebly  
CYFest weekend  
Tools PPT  
ASSIGNMENT DUE WED: Storify event

**Wed, Aug 31**

Field trip Cooper-Young  
ASSIGNMENT DUE WED: mini scavenger hunt

**Wed, Sep 7**

Multimedia Bootcamp  
CYFest Page  
ASSIGNMENT DUE Sunday Sep 11: CYFest preview piece uploaded to site

**Mon, Sep 12**

Site view  
Social promotion  
Beat reporting  
READINGS: Tag- Beat reporting

**Wed, Sep 14**

CYFest strategy meeting  
ASSIGNMENT DUE MONDAY BY CLASS: Draft CYFest story

FRIDAY/SATURDAY AUG 16 & 17 CY 4-MILER AND FEST  
All hands on deck

**Monday, Sep 19**

In-class lab day  
ASSIGNMENT DUE WED: Battle of the Beats - what makes you so special?

**Wed, Sep 21**

Battle of the Beats #EPIC  
ASSIGNMENT DUE MONDAY: Work your beat. Stories submitted by 8 pm Sunday

**Mon, Sep 26**

In-class lab day  
ASSIGNMENT DUE WED: Storify- Top 5 Beat Story Ideas

**Wed, Sep 28**

Storify Story Meeting  
ASSIGNMENT DUE SUNDAY 8pm: Storify Reporter Status

**Mon, Oct 3**

Field Lab Day  
ASSIGNMENT DUE TUESDAY 8pm

**Wed, Oct 5**

Micro/Macro Meeting  
In-class lab  
Story Meeting

**Thu, Oct 7**

#CYNO - Go out! All Tweet! Meet CY Peeps.

**Mon, Oct 10**

Field-day

ASSIGNMENT DUE TUESDAY 8pm

**Wed, Oct 12**

In class lab

social promotion

**Sat, Oct 15** CY Regional Fest

**Mon, Oct 17** FALL BREAK, NO CLASS!

**Wed, Oct 19**

DisabilityScoop.com founders talk to class.

ASSIGNMENT: story due Sunday@ 8pm

**Mon, Oct 24**

In-class lab

Social Promotion

ASSIGNMENT DUE TUES BY 8pm: Storify Reporter Status

**Wed, Oct 26**

Micro/Macro Meeting

Scavenger hunt preps

Social Comparison

**Mon, Oct 31**

Halloween Scavenger Hunt!

**Wed, Nov. 2**

Storify StoryMeeting - Top 5 Beat Stories

**Thurs, Nov 3**

#CYNO - Go out! All Tweet! Meet CY Peeps.

**Mon, Nov 7 & 9**

Field Week

ASSIGNMENT: Two stories DUE MONDAY, NOV 14 BY 8 pm

**Mon, Nov 14**

Speaker

READINGS:TBA

**Wed, Nov 16**

In-class lab

Social promotion

Story Meeting

**Mon, Nov 21**

Field Day

ASSIGNMENT DUE TUESDAY 8pm

**Wed, Nov 23**

in-class lab

Social Promotion

**Mon, Nov 28**

Field day

ASSIGNMENT DUE TUESDAY 8 pm

**Wed, Nov 30**

in class lab

social promotion

ASSIGNMENT DUE SUNDAY 8pm Online Portfolio

READINGS TBA

**Mon, Dec 5**

Lecture - PDI

ASSIGNMENT DUE TUES 8pm: Final Storify Reporter Status

**Wed, Dec 7**

Final Micro/Macro Report

Speaker

**TBA**

Tweet-Up @ Semester End!

**DEPARTMENT POLICIES****EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**CELLPHONES:**

You must turn them off during class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are

expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your “job” in the educational process and be on time just as you would elsewhere.

### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

### **DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

### **EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive

instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

#### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.