

**Interactive News/Flash**

JOUR 4560/6560 - 001

Fall 2012

T.TH: 2:40 p.m-4:05 p.m., Meeman Lab #206

Dr. Jin Yang

Office: Meeman Building Room #310

Office hours: T. TH: 1:00 to 2:00 pm; or by appointment

Office phone: 901-678-5148

Email: jinyang@memphis.edu

**COURSE REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION**

Creation and development of interactive news story for web using Flash and its ActionScript; integrating writing, reporting, designing and presenting audio, video, slideshows elements in production of multimedia story

**PREREQUISITE:**

JOUR4500

**TEXTBOOKS:**

Fred Gerantabee, “Adobe Flash Professional CS5 Digital Classroom” (2010). Wiley Publishing.

**OBJECTIVE OF COURSE:**

1. Establish the core competency with ActionScript.
2. Basic techniques of ActionScript and fundamentals of ActionScript
3. Lay the foundation for students to become more proficient with the use of ActionScript.

**GRADING:**

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution:
  - a. attendance 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three without excuses will earn 4 points, missing four or more without excuses will earn 0); **Note: excused absences may be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Only within one week frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, no consideration of excused absences will be taken. Emails and telephone calls don't count as excuses even though they are nice reminders for the professor.**
  - b. quizzes 15%
  - c. in-class assignments 10%
  - d. mini-projects 15% (three miniprojects)
  - e. proficiency test 20%

- f. final project 30% (finalized proposal 5%; presentation 5%; project 20%).

**OTHER ISSUES:**

All projects are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit; after two days of deadline, will not earn any credit.

**GRADUATE STUDENTS**

**Graduate students** who enrolled in the course must write an essay on the web production or web technology suitable for publication on the Memphis PC User Group’s newsletter *Bridge*. The essay length must be between 1,000 and 1,500 words. There are two deadlines for this requirement: Sept. 5 or Nov. 5.

**JOUR4560/6560-001, Class Schedule for fall 2012 T.Th. 2:40 to 4:05 (85 minutes)**

Week	Dates	Topics	Assignments	Due
One	Aug. 28 & Aug. 30	Great Multimedia Projects & Textbook Lesson 1	photo slide show	Photo Slide Show Due
Two	Sept 4 & Sept 6	Drawing Tools & Animation Basics	Miniproject I Flashy Entrance	Quiz 1
Three	Sept 11 & Sept 13	Animations Lesson 5 and Lesson 6 KeyFrame Animation and Shape Tweening		Quiz 2
Four	Sept 18 & Sept 20	Symbols, Motion Tween and Publish Lesson 5 and Lesson 14		Quiz 3
Five	Sept 25 & Sept 27	Buttons and Movie Clips	Miniproject II Flash Photo Slide Show	Mini I due Quiz 4
Six	Oct 2 & Oct 4	ActionScript 3.0 Lesson 9 and Lesson 10		Quiz 5

Seven	Oct 9 & Oct 11	ActionScript 3.0 & Lesson 9 and 10		Quiz 6
Eight	Oct 16 & Oct 18	Fall break & Proficiency Test		Mini II Due
Nine	Oct 23 & Oct 25	ActionScript 3.0 URLRequest	Miniproject III Full-Scale Web Project	
Ten	Oct 30 & Nov 1	AS3.0 on Loading Swfs and Working with Text		Quiz 7
Eleven	Nov 6 & Nov 8	AS3.0 on Loading swfs and Working with Text	Final Project Proposal Meetings	Quiz 8
Twelve	Nov 13 & Nov 15	Working with Sound	Final Project Proposal Meetings	Quiz 9
Thirteen	Nov 20 & Nov 22	Working with Video	Final Project Proposal Meetings	Quiz 10 Mini III Due
Fourteen	Nov 27 & Nov 29	Working on your final project		Quiz 11
Fifteen	Dec. 4 & 6	Working on your final project		
Sixteen	Dec 11	Final Project Presentation 1:00 p.m. to 3:00 p.m.		

**ASSESSMENT**

**PROFESSIONAL VALUES AND COMPETENCIES FOR INTERACTIVE NEWS**

- 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.
- Understanding 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 communication professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communication professions in which they work.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET For INTERACTIVE NEWS:**

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

- Upon completion of this course, students will be able to analyze and assess web multimedia stories, considering issues of the audience, navigation, organization, design, ethics and content.
- Students will be able to design multimedia stories with these concepts in mind.
- Students will have a solid understanding of multimedia story design principles.
- Students will have a basic understanding of web production and multimedia software and tools.
- Students will have a basic understanding of Flash and ActionScript.

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

- Upon completion of this course, students will be able to plan multimedia stories incorporating navigation scheme, design treatments and use of multimedia elements.
- Students will be able to do some kind of beta testing and identify potential problems and solve them at an early stage.
- Students will be able to design multimedia stories using Adobe Flash and other software.
- Students will be able to upload the project to the server, identify problems and trouble shoot the problems.
- Students will be able to develop multimedia stories based on their multimedia elements.
- Specific skills and tools covered include: reporting skills, writing skills, photographing skills and multimedia development skills.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

- Awareness: Becoming aware of the dynamic interest generated by multimedia stories and appropriateness of using multimedia stories on web.
- Understanding: Understanding the process of news oriented multimedia story production, essential design principles and latest ActionScript standards.
- Application: Creating multimedia projects and integrating the projects as part of the news package using Flash and ActionScript.

**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.

## **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)

**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.

**DISABILITY:**

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

**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.