J 006: INTRODUCTION TO MULTIMEDIA STORYTELLING

Originator

ljackson

Justification / Rationale

Update the modality. Add 100% online and hybrid options.

Effective Term

Spring 2022

Credit Status

Credit - Degree Applicable

Subject

J - Journalism

Course Number

006

Full Course Title

Introduction to Multimedia Storytelling

Short Title

MULTIMEDIA STORYLELLING

Discipline

Disciplines List
Journalism

Modality

Face-to-Face
100% Online
Hybrid

Catalog Description

This course will provide an introduction to multimedia storytelling with a journalism emphasis. Techniques that will be explored include the use of video, photos, audio, animation, and text to convey interactive news and feature stories through the Internet and other electronic media. It also will include techniques in digital research, critical thinking, and synthesis.

Schedule Description

Multimedia Storytelling will prepare students for careers in digital journalism. Students will apply basic print, broadcast and online journalism techniques to emerging platforms such as blogs, Youtube and social media. Students will learn to create digital content for online versions of The Chaparral newspaper, Discover magazine and KCOD radio. Advisory: ENG 001A

Lecture Units

3

Lecture Semester Hours

54

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)
Advisory: ENG 001A

Required Text and Other Instructional Materials

Resource Type
Book

Author
Deborah Halpern Wenger and Deborah Potter

Title
The Advancing Story

Edition
4th edition

City
Los Angeles

Publisher
SAGE Publications, Inc.

Year
2019

College Level
Yes

Flesch-Kincaid Level
16

ISBN #
978-1-5443-3245-1

Resource Type
Book

Author
Seth Gitner

Title
Multimedia Storytelling for Digital Communicators in a Multiplatform World

Edition
1st

City
New York

Publisher
Rutledge

Year
2016

College Level
Yes

Flesch-Kincaid Level
25.1

ISBN #
978-0765641328

Resource Type
Book

Author
Mark Briggs

Title
Journalism Next

Edition
4th edition

City
Thousand Oaks

Publisher
SAGE Publications, Inc.

Year
2020

Flesch-Kincaid Level
15.3

ISBN #
9781544309446

Class Size Maximum
35

Entrance Skills
Advisory Skills: Employ writing as a process to generate and develop ideas, and to clarify and organize thoughts.

Requisite Course Objectives
ENG 001A-Read, analyze, and interpret varied texts (e.g., literary, digital, visual).
ENG 001A-Recognize and integrate creative elements of style (e.g., metaphor, analogy, voice, tone).

Entrance Skills
Construct focused theses.

Requisite Course Objectives
ENG 001A-Develop ideas coherently in writing through the drafting process.
ENG 001A-Participate in the process of developing texts in collaborative and individual settings.
ENG 001A-Compose texts with complex sentence structure and appropriate diction.
ENG 001A-Identify and evaluate appropriate research sources, and incorporate them into essays through quotations, summaries, and paraphrases.

Course Content
- Storytelling techniques/writing.
- Blogs.
- Interactive social media.
- Visual communication.

- Legal issues including copyright.
- Shoot and edit video for storytelling.
- Create photo slideshow stories.
- Record and editing audio for storytelling.
- Digital research techniques and practice.
- Assess digital media sources, including database.

Course Objectives

	Objectives
Objective 1	Construct news stories though blog and social media posts.
Objective 2	Produce news stories using audio and video.
Objective 3	Edit audio and video.
Objective 4	Interpret and apply legal issues to works created.
Objective 5	Assess digital storytelling strategies - knowing when and how to use traditional, print, audio, video, multimedia, other visual and social media.
Objective 6	Develop digital research strategies.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Create multimedia stories that display an understanding of specific writing skills, ethics, and legal issues in journalism.
Outcome 2	Compare different storytelling techniques used to produce content for video, audio, blogs, social media and other emerging platforms.
Outcome 3	Explain how to use the different technologies and software needed for various digital platforms.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	Lectures on textbook chapters using powerpoint and other instructional materials including online links and educational videos.
Discussion	Discuss the works of various multimedia creators, both professionals and amateur.
Observation	Observe multimedia examples created by students and professionals.
Demonstration, Repetition/Practice	Demonstrate how equipment and software work in the classroom by creating audio and video news stories.
Participation	Students must participate in class discussions and group activities.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Mid-term and final evaluations	A mid-term and/or final exam will be given to test basic concepts from textbooks and lectures.	In Class Only
Self/peer assessment and portfolio evaluation	Students will present their homework assignments in class for peer review and critique. This assessment will help better their portfolio.	In Class Only
Student participation/contribution	Students will participate in class discussions, and group activities.	In Class Only
Written homework	Students will complete various assignments leading up to the creation of multimedia stories for blogs, social media, audio and video.	Out of Class Only
Portfolios	Students will create a portfolio consisting of various multimedia storytelling techniques.	In and Out of Class

| Field/physical activity observations | Students will visit at least two media outlets to meet professional creators and observe their organizations multimedia content. | Out of Class Only |

Assignments

Other In-class Assignments
1. Students will create news and feature audio content on a topic relevant to a particular audience and platform.
2. Students will create news and feature video content on a topic relevant to a particular audience and platform.
3. Students will create effective social media posts of news and feature relevant to a particular audience.
4. Students will create blogs.

Other Out-of-class Assignments
1. Readings
2. Observations of other multimedia content
3. Writing scripts
4. Field trips

Grade Methods
Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?
N/A

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.
N/A

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:
Chat room/instant messaging
Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

External to Course Management System:
Direct e-mail
Posted audio/video (including YouTube, 3cmediasolutions, etc.)
Teleconferencing
Telephone contact/voicemail

For hybrid courses:
Field trips
Orientation, study, and/or review sessions

Scheduled Face-to-Face group or individual meetings
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

The selected methods above for online and hybrid learning are the best options for ensuring regular effective contact. All checked boxes above give students the same information and opportunities to interact with faculty and students in face-to-face settings.

For online courses, chat room/instant messaging, discussions, online quizzes and exams, private messages, virtual office hours, timely feedback, and weekly announcements provide students the same information and interaction opportunities with both instructor and students as a face-to-face class.

For hybrid courses, field trips, orientation study & review sessions, scheduled face-to-face meetings, and supplemental seminar and study sessions will help students complete in person and online components of the course and give students a chance to get help during scheduled times throughout the semester.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

N/A

Other Information

Comparable Transfer Course Information

University System
CSU
Campus
CSU Long Beach

Course Number
JOUR 240
Course Title
Multimedia Storytelling

Catalog Year
2019

University System
CSU
Campus
CSU Northridge

Course Number
JOUR 225
Course Title
Multimedia Storytelling

Catalog Year
2019

MIS Course Data

CIP Code
09.0702 - Digital Communication and Media/Multimedia.

TOP Code
061410 - Multimedia

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to both UC and CSU

General Education Status
Y = Not applicable

Support Course Status
N = Course is not a support course

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)
J 006 CO approval letter.pdf

Approvals

Curriculum Committee Approval Date
09/16/2021

Academic Senate Approval Date
09/23/2021

Board of Trustees Approval Date
10/21/2021

Chancellor's Office Approval Date
1/05/2020

Course Control Number
CCC000611420

Programs referencing this course
Journalism AA-T Degree (http://catalog.collegeofthedesert.eduundefined/?key=9)