

# J 006: INTRODUCTION TO MULTIMEDIA STORYTELLING

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## New Course Proposal

Date Submitted: Tue, 20 Oct 2020 23:46:37 GMT

### Originator

Laurilie Jackson

### Justification / Rationale

The demand for multimedia content in news organizations is growing rapidly. Modern journalists are required to write and produce stories on many platforms. This course covers the basic skills journalists need to create news, including visual storytelling for digital videos, audio slideshows, blogs, podcasts, social media, and other emerging platforms. This course is also part of the TMC for the AA-T in Journalism.

### Effective Term

Fall 2020

### 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

### Catalog Description

This course will provide an introduction to multimedia storytelling with a journalism emphasis. Techniques that will be explored include 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

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**Resource Type**

Book

**Author**

Seth Gitner

**Title**

Multimedia Storytelling for Digital Communicators in a Multiplatform World

**Edition**

1st

**City**

New York

**Publisher**

Routledge

**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**

	<b>Objectives</b>
Objective 1	Construct news stories through 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**

	<b>Upon satisfactory completion of this course, students will be able to:</b>
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**

<b>Method</b>	<b>Please provide a description or examples of how each instructional method will be used in this course.</b>
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**

<b>Method</b>	<b>Please provide a description or examples of how each evaluation method will be used in this course.</b>	<b>Type of Assignment</b>
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

## 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**

Not applicable

**Support Course Status**

Course is not a support course

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

## Approvals

**Curriculum Committee Approval Date**

11/05/2019

**Academic Senate Approval Date**

11/14/2019

**Board of Trustees Approval Date**

12/19/2019

**Chancellor's Office Approval Date**

1/05/2020

**Course Control Number**

CCC000611420