

Syllabus

JOU 4500 / TTH 10:30 a.m. - 12:10 p.m.
Multimedia Journalism
Fall 2022

Kelly Furnas, lecturer / 203B McEwen / gv: 540-200-8665 / kfurnas@elon.edu

Office hours: 1 p.m. - 4 p.m. Mondays or, preferably, **by appointment**

DESCRIPTION

Students gather and present news and information in a converged media environment that combines text, graphics, photojournalism, audio and video. Students work as individuals and in teams to write, report and produce online multimedia products. Capstone course in the journalism major. Prerequisite: JOU 3100 and JOU 3150, or JOU 3510.

GOAL

Sharpen the skills of critical thinking, reporting, writing and multimedia production under deadline.

LEARNING OBJECTIVES

By the end of this course, students will be able to

- plan multimedia projects, conduct audience analysis, select resources, gather information, and create content in appropriate forms (text, audio, graphics, animation, video, interactivity).
- write clearly and effectively using appropriate content styles.
- employ the tools of technology to produce multimedia projects.
- determine appropriate manners of technical dissemination with consideration of file size, speed of delivery, linking and search-engine optimization to maximize effects.
- use computer-assisted reporting to gather data, apply numerical concepts and present information.
- engage in ethical ways of reasoning and apply professional standards, such as truth, accuracy, fairness and attention to the diversity of domestic and global audiences.

ACCESSORIES

Take notes during each of your interviews, and keep those notes in case there are questions regarding the accuracy of your quotes or information. Some students find it helpful to purchase separate **notebooks** for each of their assignments.

You might also consider purchasing a **voice recorder** or voice recorder app for your interviews.

You will make heavy use of equipment from the School of Communications' **Gear Room**. However, the Gear Room does not supply **memory cards** for cameras, so you will need to have your own. A 32 GB SDHC, Class 6 or better flash memory card with a compatible compact card reader is recommended.

For video editing, a 1TB **external hard drive** is recommended.

To upload your content to student.elon.edu, you will need an **FTP program**. **Cyberduck** is free and available on both Macs and PCs. If coding your website you will want plain text editor such as **Visual Studio Code**.

Writing projects should adhere to AP Style. If you don't already have one, an **AP Stylebook** will be a good investment.

We will be viewing multimedia projects in class, so you will want to have **wired headphones** you can connect to your computer for listening to video projects.

INVESTIGATIVE STORY ASSIGNMENTS

Students will complete two major, publishable multimedia assignments.

Multimedia projects should be uploaded as webpages to your student.elon.edu hosting space using an FTP program. Students may also use a WYSIWYG editor to create their projects. Regardless, the resulting HTTP URL being submitted via Moodle. Please do not email assignments or bring files to class to turn in.

Multimedia assignments are heavily scaffolded and include a pitch, project update, draft and final version. Throughout the project you will receive feedback from (and give feedback to) your classmates.

DEADLINES

Deadlines are considered as important as in a newsroom. Turning in late assignments hampers others' ability to provide timely feedback on your projects.

Please remember that all assignments can be turned in early. If it helps to give yourself deadlines earlier than those listed, you are strongly encouraged to do so.

GRADING

Multimedia projects do not have length requirements (quite the opposite, actually — brevity is a trademark of good journalism). Yet a variety of sources and comprehensive reporting are paramount for successful stories.

Investigative Story 1

- Pitch (10 points)
- Source Update (10 points)
- Draft (50 points)
- Final (100 points)

Investigative Story 2

- Pitch (10 points)
- Source Update (10 points)
- Draft (50 points)
- Final (100 points)

To determine your final grade, the following grading scale is used:

A: 93.0 percent
A-: 90.0 percent
B+: 87.0 percent
B: 83.0 percent
B-: 80.0 percent
C+: 77.0 percent
C: 73.0 percent
C-: 70.0 percent
D+: 67.0 percent
D: 63.0 percent
D-: 60.0 percent
F: below 60 percent

All grades assigned in this class are based on students' self-assessments, with instructor and peer feedback used exclusively for educational purposes. Rubrics are provided for each assignment to outline expectations for projects and to provide a map for students to grade themselves.

REQUIRED STATEMENTS

The following statements are required for inclusion — either by the university, school or department — on all course syllabuses.

Honor Code

Elon's honor pledge calls for a commitment to Elon's shared values of Honesty, Integrity, Responsibility, and Respect. To be clear about what constitutes violations of these values; students should be familiar with code of conduct policies described in the student handbook.

Students with questions about the specific interpretation of these values and violations as they relate to this course should contact this instructor immediately. Violations in academic-related areas will be documented in an incident report which will be maintained in the Office of Student Conduct, and may result in a lowering of the course grade and/or failure of the course with an Honor Code F.

Violations specifically covered by academic honor code policies include: plagiarism, cheating, lying, stealing, and the facilitation of another's dishonesty. Multiple violations may result in a student's suspension from the University.

Disabilities Resources

Students with disabilities (physical, learning, psychological, chronic, or temporary medical conditions, etc.) who would like to request reasonable accommodations and services under the Americans with Disabilities Act must register with Disabilities Resources in the KLC/Belk Library, Suite 226. Students who are new to Disabilities Resources or who are requesting new accommodations should contact DR at (336) 278-6568 or at disabilities@elon.edu to discuss the programs and services offered. Students who are already registered with Disabilities Resources and who would like to maintain their accommodations must renew previously granted accommodations by logging into the [Accommodate site](#) and making a semester request. Students are reminded to renew previously granted accommodations at the beginning of each semester. Reasonable accommodations can be requested at any time throughout the semester; however, they are not retroactive. Students are strongly encouraged to contact their professors to discuss the testing and academic accommodations that they anticipate needing for each class. For more information about Disabilities Resources, please visit the [DR website](#).

Belk Library

The librarians in Belk Library can help you find appropriate resources for your assignments. You can [schedule an appointment to meet with a librarian](#): or [chat with a librarian](#) on the library website.

Writing Center

Elon's [Writing Center](#) in the [Center for Writing Excellence](#) is staffed by well-trained peer consultants who can help you with all of your writing projects (for any class or major and for any extracurricular, personal, or professional purpose), so take advantage of this excellent academic resource and include a visit to our Writing Center as part of your writing process. The Writing Center is a welcoming place for all writers, regardless of experience or expertise.

<https://www.elon.edu/u/academics/writing-excellence/>

In one-to-one sessions of 30 or 45 minutes, Writing Center consultants will work with you on any kind of writing (such as research or analysis papers, slide or poster presentations, or applications of any kind) at any stage of the writing process (such as understanding an assignment; brainstorming, drafting, revising, and editing; developing a research question or starting your research; or completing in-text citations and bibliographies/works cited).

We have two multimedia production studios so you can create and work with a consultant on your multimedia and visual texts (such as slide presentations, infographics, or websites). Visit our presentation practice room where you can easily record and critique yourself giving a presentation and get feedback from a consultant on your accompanying visuals.

Please consult the [Writing Center website](#) for hours of operations and location.

If you have questions, please contact The Writing Center Director, Dr. Julia Bleakney, at jbleakney@elon.edu or 336.278.5642.

Religious Holidays Policies

In supporting religious diversity, Elon has a policy and procedures for students who wish to observe religious holidays that are in conflict with the academic calendar, allowing students an excused absence. Students who wish to observe a holiday during the semester must complete the online [Religious Observance Notification Form \(RONF\)](#) by September 13, 2022.

<https://www.elon.edu/u/truitt-center/multifaith-religious-holidays/holiday-observance-policy/>

This policy does not apply during the final examination period. Students are required to make prior arrangements with the

This policy does not apply during the final examination period. Students are required to make prior arrangements with the instructor for completion of any work missed during the absence. Once the completed ROLF is received, the Truitt Center will send an e-mail to the instructor and the student that a ROLF has been submitted. Students may contact the Truitt Center staff with any questions (336-278-7729).

Enrollment

Students should confirm their enrollment in this course through their On-Track account. Students who do not appear on the course roll or do not show the correct course/section listed on On-Track should consult with their instructor immediately.

Policies on Dropping or Withdrawing from this Course

Students may drop a course during the designated drop/add period through On-Track. A course that is dropped during the designated drop/add period will not appear on the student's transcript or grade report.

After the designated drop/add period, students may **withdraw from a course** without penalty before the course withdrawal deadline published in the **academic calendar**. Withdrawing from a course during this period will result in a mark of "W" that will appear on the student's academic transcript. Students may withdraw online via OnTrack. Students should refer to the **academic calendar** for important semester dates.

<https://www.elon.edu/u/academic-calendar/2022-2023-academic-calendar/>

NOTE: Students should not assume that they will be officially withdrawn from a course based on failure to attend class or notifying a faculty member of their intent to withdraw. The student is responsible for following the official process of withdrawing from a class. Students who do not properly withdraw from a course will receive a grade of F.

Students may not withdraw from a course after the published withdrawal deadline. Any exception to this policy is the responsibility of the appropriate academic dean's office. When granted, withdrawal from a course after this time will result in a grade of "W" or "F" depending on the student's grade at the time of withdrawal.

For additional information on university course policies, students should consult the Academic Catalog.

Supporting Fellow Students in Distress

As members of the Elon community, we each share a personal responsibility to express concern for one another and to ensure that this classroom and the campus as a whole remains a healthy environment for learning. Occasionally, you may become worried or concerned about a fellow classmate's well-being. When this is the case, I would encourage you to share these concerns with me or to Elon's Student Care and Outreach program (<https://www.elon.edu/ShareYouCare>). Although you can report anonymously, it is preferred that you share your contact information so they can follow up with you personally.

Last modified: Tuesday, August 16, 2022, 5:54 PM



Syllabus

Multimedia Authoring Tools

Tuesday, Aug. 23

Introduction to multimedia journalism. Review syllabus.

Thursday, Aug. 25

Multimedia journalism examples. Please bring headphones to class.



Currents of Change, UNC Chapel Hill



A Wounded Soldier, Western Kentucky University



Revisiting and Revisualizing Syracuse's 15th Ward, Syracuse University



Appalachia's Burden, University of Kentucky

Tuesday, Aug. 30

Data-driven reporting and data visualization.

Thursday, Sept. 1

Visual composition.



Investigative Story 1 Pitch

Make a submission

Tuesday, Sept. 6

Investigative Story 1 Pitch presentations.

Thursday, Sept. 8

Investigative Story 1 Pitch presentations, continued.



Investigative Story 1 Pitch Self-Assessment

Receive a grade

Tuesday, Sept. 13

DSLR photography. Please bring an SD card.

Thursday, Sept. 15

Investigative Story 1 Update presentations.



Investigative Story 1 Update

Make a submission

Tuesday, Sept. 20

Investigative Story 1 Update presentations, continued.



Investigative Story 1 Update Self-Assessment

Receive a grade

Thursday, Sept. 22

Coding workshop. HTML, image optimization and template introduction.



Wakanda Forever text, photos and video

Mark as done



Sample Embed Codes

Mark as done

Tuesday, Sept. 27

Math for journalists. Data cleansing with Excel.



Annual Fire & Crime Report



MLB Payrolls 2022

Thursday, Sept. 29

Investigative Story 1 Draft evaluations. Please bring headphones to class.



Investigative Story 1 Draft

Receive a grade

Tuesday, Oct. 4

Databases.



Sign up for a Caspio account

Mark as done

The sales team at Caspio is somewhat aggressive. Consider this when providing your contact information.

Thursday, Oct. 6

Databases, continued.



Investigative Story 1 Final

Receive a grade



College IPEDS Data

Tuesday, Oct. 11

Mapping.



CDC Local Data for Better Health



Investigative Story 2 Pitch

Make a submission

Thursday, Oct. 13

Fall break. No class today.

Tuesday, Oct. 18

Investigative Story 2 Pitch presentations.

Thursday, Oct. 20

Investigative Story 2 Pitch presentations, continued.



Investigative Story 2 Pitch Self-Assessment

Receive a grade

Tuesday, Oct. 25

Open records and freedom of information laws.

Thursday, Oct. 27

Copyright and intellectual property law.

Tuesday, Nov. 1

360-degree videography and photography.



Student 360 photographs

Hidden from students

Thursday, Nov. 3

Investigative Story 2 Update presentations.



Investigative Story 2 Update

Make a submission

Tuesday, Nov. 8

Investigative Story 2 Update presentations, continued.



Investigative Story 2 Update Self-Assessment

Receive a grade

Thursday, Nov. 10

No class today. Investigative story 2 workday.

Tuesday, Nov. 15

Journalism ethics.

Thursday, Nov. 17

Investigative Story 2 Draft evaluations. Please bring headphones to class.



Investigative Story 2 Draft

Receive a grade

Tuesday, Nov. 22

No class today. Thanksgiving break.

Thursday, Nov. 24

No class today. Thanksgiving break.

Tuesday, Nov. 29

Careers in journalism.

Thursday, Dec. 1

On writing well.

Monday, Dec. 5

Investigative Story 2 presentations 8:30 a.m. - 11:30 a.m.



Investigative Story 2 Final

Receive a grade
