

Spring 2023	
Meeting days: Thursdays	Instructor title and name: Nathan Gibbs Associate Professor of Multimedia Journalism
Meeting times: 3 – 4 p.m.	Office Phone: (619) 849-2415
Meeting location: BAC 104	Email: nathangibbs@pointloma.edu
Final Exam: May 4 from 4:30 to 7 p.m.	Office location and hours: BAC 123 MWF 9:30 - 11 a.m. & TR 1 - 2:30 p.m. and by appointment.

PLNU MISSION

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

Hands-on production of an online, student-run media outlet providing both a training ground for students interested in gaining experience in various aspects of digital media as well as high quality news source for PLNU. Open to all students. JRN 2015, WRI 2016, JRN 2017, JRN2018 and COM 2075 may be repeated up to a combined total of eight units.

This course is conducted as a workshop to develop stories and media for lomabeat.com. Expectations of a workshop course include bringing ideas and media to share, giving and receiving feedback, and publishing publicly with your name attached. The instructor will help guide you while you work on projects and offer accompanying training and advice as needed to complete your work.

COURSE LEARNING OUTCOMES

By the end of this course, you should be able to:

Outcome	Assessment
Demonstrate proficiency using audio and video editing software and equipment.	Audio postcard Web video
Demonstrate proficiency using presentation software and equipment to produce a presentation suitable for streaming via the Web.	Social media promotion

Demonstrate the ability to apply digital tools, concepts and technology appropriate for the presentation of images and information in the profession.	Infographic Photojournalism Writing
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PROGRAM LEARNING OUTCOMES

The Department of Literature, Journalism, Writing & Languages uses the following outcomes to assess the Multimedia Journalism program.

Outcome	Assessment
Students will exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.	Written Communication Information Literacy Critical Thinking
Students will identify and apply appropriate ethical and legal standards in their service to their communities and cultures.	Critical Thinking
Employ oral communication appropriate to various news performance situations.	Written Communication Oral Communication
The student will be able to describe how technologies shape the way people perceive and interact with the world and apply (Application) these digital tools and technologies appropriately for the communications professions in which they work.	Written Communication Information Literacy Critical Thinking Quantitative Reasoning

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

None required.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 1-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 37.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

ASSESSMENT AND GRADING

As a workshop class, the grade is based on the number of pieces you complete and have published online by *The Point* or another media outlet. The goal of the course is to experience the creative process of producing different types of media, but also to develop strengths in some areas through multiple versions of a specific format. The number and type of stories will be up to you and the discretion of the editorial staff of *The Point* or other media outlet. The following grid demonstrates the number of items required for each grade level:

Grade	Different Formats	Published Elements	Participation
A	5	9	85%+
B	4	8	75%+
C	3	7	65%+
D	2	6	55%+

The following content types are valid for use toward the formats referenced above:

- Lead photo with caption
- Photo series with captions
- Audio postcard with moving waveform
- Web video with graphics
- Social media reel with graphics/captions
- Data visualization
- Live streamed event
- Podcast episode
- Original story

The following lists are examples of different ways of receiving an “A” grade in this course. You can mix and match as needed. These are not prescriptive, but descriptive of some possible options:

Reporter

- Original story (5x)
- Data visualization (1x)
- Social media (1x)
- Lead photo (1x)
- Photo series (1x)

Podcaster

- Podcast episode (5x)
- Audio postcard (1x)
- Social media (1x)
- Live stream (1x)
- Web video (1x)

Videographer

- Web video (5x)
- Social media (1x)
- Audio postcard (1x)
- Photo series (1x)
- Lead photo (1x)

Web Producer

- Original story (2x)
- Web video (2x)
- Podcast episode (2x)
- Social media (2x)
- Data visualization (1x)

Influencer

- Social media (5x)
- Podcast episode (1x)
- Live stream (1x)
- Web video (1x)
- Audio postcard (1x)

Photojournalist

- Lead photo (3x)
- Photo series (3x)
- Web video (1x)
- Audio postcard (1x)
- Social media (1x)

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

Deadlines for publication are set in collaboration with the editors of *The Point*. If you miss a deadline and the story is not of sufficient quality to be published, no credit will be given for that attempt. You can try again on another story and still receive full credit for a given project category.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the U.S. Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

COURSE SCHEDULE

See Canvas for deadlines, assignments, readings and quizzes.