Spring 2023	
Meeting days: Monday, Wednesday	**Instructor title and name:** Nathan Gibbs Associate Professor of Multimedia Journalism
Meeting times: 2:45 – 4 p.m.	**Office Phone:** (619) 849-2415
Meeting location: Bond 155	**Email:** nathangibbs@pointloma.edu
Final Exam: May 3, 1:30 p.m. - 4 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

Students create a multifaceted assignment that serves as a culminating academic and intellectual experience in the program. Using a variety of contents (text, audio, video, photo, data visualization) students apply the knowledge and skills gained in other journalism courses.

PREREQUISITES

Senior standing or consent of instructor

COURSE LEARNING OUTCOMES

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

Outcome	Assessment
Write news copy clearly and accurately according to news values appropriate to online journalism.	Canvas Modules
Create and edit hard news, feature, and opinion content based on accepted industry standards for online journalism.	Media Projects
Exhibit ethical decision making in story selection and content.	Media Projects Goals & Reflections
Exhibit behavior appropriate to news professionals, including leadership, teamwork, dependability and responsibility.	Media Projects Website Presentation

PROGRAM LEARNING OUTCOMES

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

Outcome	Assessment
Exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.	Written, Audio, Video Elements
Display strong interpretive, analytic, and critical thinking skills by writing news copy clearly and accurately, demonstrating quantitative and qualitative reasoning in forms appropriate to the purpose, medium, and audience.	Written, Audio, Video Elements
Identify and apply appropriate ethical and legal standards in their service to their communities and cultures.	Written, Audio, Video Elements
Employ delivery skills appropriate to various news performance situations.	Audio, Video Elements
Describe how technologies shape the way people perceive and interact with the world and apply these digital tools and technologies appropriately for the communications professions in which they work.	Site Structure, Visual Design, Social Media

ASSESSMENTS AND GRADING

Your grade is based on the following areas of work:

Media Elements	30%
Writing	20%
Participation	20%
Social Media	10%
Site Structure	10%
Visual Design	10%

The following grading scale represents the minimum total percentage required to receive a given final grade:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-
93	90	87	83	80	77	73	70	67	63	60

Media Elements (300 points): The portfolio site will include media elements such as photos, videos, graphics, audio clips, etc. The quality of these elements will be assessed for a total of 30 percent of the final grade.

Writing (200 points): The portfolio site will include written elements such as news stories, headlines, captions, etc. The quality of these elements will be assessed for a total of 20 percent of the final grade.

Participation (200 points): As a workshop course, the class is most effective when students share their work at regular intervals, attend class sessions to provide peer feedback, and meet deadlines. Participation will be assessed for a total of 20 percent of the final grade.

Social Media (100 points): Social media components will be assessed for a total of 10 percent of the final grade.

Site Structure (100 points): The structure of the portfolio site's organization and navigation will be assessed for a total of 10 percent of the final grade.

Visual Design (100 points): The portfolio site's visual design will be assessed for a total of 10 percent of the final grade.

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.