JRN 4030 Multimedia Journalism

Course Code: JRN 4030
Meeting Times: Tuesdays and Thursdays, 3-4:15 pm
Location: Cabrillo 202
Instructor: Lynn Walsh
Email: LWalsh@pointloma.edu
Office Hours: Contact Lynn via email or phone (614) 579-7937

PLNU Mission Statement

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 will build a portfolio website and produce advanced multimedia elements for it, blending text, audio, video, photos, data visualizations, and interactivity.

Prerequisites

- COM 2043 Introduction to TV and Film Production
- JRN 2050 Introduction to Journalism

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
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 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.	Written Communication, Information Literacy, Critical Thinking, Quantitative Reasoning

---

Grading Scale

Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Course Schedule

The course schedule below outlines the topics, assignments, and deadlines for each week.

Week 1: Introduction to Multimedia Journalism and Portfolio Building

- **Tuesday:** No Class
- **Thursday:** Overview of multimedia storytelling techniques; introduction to portfolio platforms.
- **Assignment:** Research and critique three professional journalist portfolios.
    - **Due:** Following Tuesday.

Week 2: Writing for Digital Media

- **Tuesday:** Crafting compelling headlines and SEO-friendly content.
- **Thursday:** Workshop: Drafting and peer-reviewing a feature story.
- **Assignment:** Write a 500-word feature story for your portfolio.
    - **Due:** Following Tuesday.

Week 3: Photography and Visual Storytelling

- **Tuesday:** Fundamentals of photojournalism: composition, lighting, and editing.
- **Thursday:** Workshop: Shooting and editing photos; peer review of sample work.
- **Assignment:** Create a photo essay with 5–8 high-quality images.
    - **Due:** Following Tuesday.

Week 4: Audio Storytelling

- **Tuesday:** Basics of audio recording and editing.
- **Thursday:** Workshop: Recording and editing practice; peer review of drafts.
- **Assignment:** Record and edit a 2–3 minute audio story.
    - **Due:** Following Tuesday.

Week 5: Video Journalism

- **Tuesday:** Shooting and editing video for digital platforms.
- **Thursday:** Workshop: Storyboarding and scripting for video; peer feedback on drafts.
- **Assignment:** Produce a 2–3 minute video story, including interviews and B-roll.
    - **Due:** Following Tuesday.

Week 6: Data Visualization and Infographics

- **Tuesday:** Tools for creating data visualizations.
- **Thursday:** Workshop: Creating and refining data visualizations.
- **Assignment:** Create a data visualization or infographic.
    - **Due:** Following Tuesday.

Week 7: Interactive Storytelling

- **Tuesday:** Tools for interactivity.

- **Thursday:** Workshop: Developing interactive elements.
- **Assignment:** Develop an interactive element and integrate it into your portfolio.
  - **Due:** Following Tuesday.

Week 8: Polishing and Personal Branding

- **Tuesday:** Writing an effective bio and creating a professional "About Me" page.
- **Thursday:** Workshop: Revising multimedia elements and creating a cohesive portfolio design.
- **Assignment:** Finalize your portfolio.
  - **Due:** Following Tuesday.

Week 9: Peer Review and Feedback

- **Tuesday:** Conducting constructive peer reviews.
- **Thursday:** Workshop: Revising portfolio based on feedback.
- **Assignment:** Peer reviews due Thursday; portfolio revisions due following Tuesday.

Week 10: Launch and Showcase

- **Tuesday:** Final portfolio presentations: Group 1.
- **Thursday:** Final portfolio presentations: Group 2.
- **Assignment:** Submit final portfolio link by the end of Thursday's class.

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.