J 321C Fundamentals of Multimedia Journalism
Spring 2012
TTH 11:00 a.m. - 12:30 p.m., CMA A3.124
School of Journalism
The University of Texas at Austin

Instructor:	Hsiang Iris Chyi, Ph.D.
Office:	CMA A5.108
Phone:	(512) 471-0553
Email:	chyi@mail.utexas.edu
Office hours:	TTH 1 - 2 p.m. or by appointment
Lab Group 1 (07400):	MW 9 - 11 a.m., CMA A4.308
TA:	Lei Guo
Email:	guolei1985@gmail.com
Lab Group 2 (07405):	MW 1 - 3 p.m., CMA A4.308
TA:	Hsuan-Ting Chen
Email:	hsuanting.chen@gmail.com

Prerequisites

J 310 and J 315 with a grade of at least C in each, a score of 45 or better on the Grammar, Spelling, Punctuation (GSP) test, a score of 29 or better on the Word Processing (WP) test, and acceptance to a Journalism Upper Division sequence.

Course Description and Goals

The purpose of this course is to give journalism students a broad perspective and practical experience in the emergence of new forms of journalism based on the Internet and other digital platforms. As news companies adapt their operations from single distribution channels to a converged multiplatform and multichannel delivery systems, the new generation of journalists must reflect on these ongoing transformative processes and prepare to work in the new media environment.

The course is divided into two tracks. The first is dedicated to the study of multimedia journalism through readings, lectures and class discussions. The second track of the course is dedicated to the hands-on experience of producing journalistic pieces using multimedia elements, such as a combination of text, photos, video and animation.

Our main focus is on the understanding of the Internet phenomenon and its impact on journalism with special attention to the search for a new style of narrative - one that could take advantage of the simultaneous use of text, hypertext, photos, images in motion, audio and databases. We will produce multimedia projects that reflect this new genre of journalism.

The three main goals of this course are:

1. To prepare journalism students to work for news enterprises that use the Internet to reach the audiences through this new genre of journalism, and to understand its repercussions in society;

2. To apply critical thinking on the analysis of this new journalistic genre, and to experiment with innovative storytelling techniques and writing styles that take advantage of the multimedia presentation capabilities of the World Wide Web;

3. To create conditions for the students to master or at least have a good knowledge of the software and other tools used to produce news for the Web.

Required Readings

Briggs, Mark. (2007). *Journalism2.0: How to Survive and Thrive,* J-Lab and the Knight Citizen News Network. Free PDF version at: http://www.kcnn.org/resources/journalism_20/

Readings from different sources will be made available on the course's Blackboard site at http://courses.utexas.edu.

Create a *Daily Me* which incorporates multiple online news sources so that you can keep up with the latest development in the industry. (Instructions will be provided.) Being a critical user of online news is the first step toward becoming a good online journalist/online journalism researcher.

Participate actively in various online activities.

Recommended Text

Foust, James C. (2011). *Online Journalism: Principles and Practices of News for the Web,* the third edition. Scottsdale, AZ: Holcomb Hathaway.

Computer Skills and Supplies Needed

Access to a computer and the Internet and the ability to operate both are required for participation in this course. Students are required to check the class Web site regularly, to blog, and to create multimedia projects. Students may need to spend extra time outside class to familiarize themselves with Web production applications.

We will have equipment available from IMC on the 5th floor of the CMA building for you to use throughout the semester as you work on your projects.

You may need a USB drive (or Flash drive) to save a backup of your files. You may also want to consider purchasing an external portable hard drive or borrowing one from the IMC during the semester to hold larger multimedia files. You will receive access to a class folder on the College server, but you should *always* back up your own files.

Course Requirements

Participation (15%):

This class is taught through lectures and lab training, making it difficult for absent students to make up later. Therefore, attendance to lectures and lab sessions is essential and you are expected to actively participate in class activities and discussions. For example, we will set up a blog as a platform for everyone to share information with one another. The URL is _____.blogspot.com

In class, the instructor/TA will monitor attendance or give in-class exercises from time to time. No make-ups for such exercises will be granted. There is no need to justify your absence, but more than 3 absences will result in an F (60/100) for participation, and more than 6 absences will result in a zero for participation.

Mid-term Exam (25%): The mid-term exam will cover materials discussed in class and readings. The exam may combine multiple-choice, short answer and analytical questions.

Hands-on Exercises (30%): A series of hands-on exercises (e.g., Photoshop, HTML, Audio slideshow, video, content management systems, etc.) will help you apply production/reporting/editing skills acquired in class.

Final Project (30%): You will produce a multimedia package. The purpose of this assignment is for you to apply the multimedia journalism skills acquired in class to online news publishing.

Missed Classes/Deadlines and Late Assignments

Please form a study group of three and write down the contact information of two members here:

1.

2.

If you miss a class/lab, please arrange with your study group member to find out before you return to class/lab what you missed while you were gone. You are responsible for the content of all class sessions, whether it is included in the text or not.

If an emergency prevents a student from taking a scheduled exam or meeting the deadline of a presentation, the student must notify the instructor/TA prior to the exam or presentation. Otherwise, the student will not be eligible for a make-up. Make-up exams/presentations will be granted only for a limited time and only for valid, documented reasons, such as serious illness, family emergency, jury duty or military reserve obligation. Absence excuses are subject to verification. Presenting a false excuse will be considered a violation of the academic integrity rules.

If the deadline of an assignment is missed, all late work must be turned in within one week after it is due and will be downgraded for one letter grade no matter it is 1 or 7 days late. No late work beyond the one-week period will be accepted. Missed assignments will receive a zero.

Disruptive Behavior
Mutual respect is essential in this class. Therefore, please do not read newspapers or use your laptop computer in class, unless the instructor/TA has requested that you do so. In accordance with university policy, disruptive behavior will be documented and may lead to sanctions. Examples of disruptive behaviors in the classroom include arriving late to class, chatting, etc.

Academic Integrity
Be academically honest in every aspect of class work. All students are subject to the student code of conduct, including the University Code of Academic Integrity. For this course, *academic dishonesty* includes (but is not limited to) the following: fabrication (i.e., making up data, sources or information), plagiarism (using someone else's work in your work without giving proper credit), duplication (doing an assignment for this course and for any other course in this or any prior semester without the express consent of the instructor), and cheating (exchanging information with another individual during an exam). Violations of the academic integrity code will result in penalties in this course and all violations will be reported to the University. It is your responsibility to be aware of the rules of academic dishonesty -- ignorance is not a defense. When in doubt, consult the instructor before doing anything about which you are uncertain.

The University of Texas Honor Code
The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold

these values through integrity, honesty, trust, fairness, and respect toward peers and community.

University Electronic Mail Notification Policy
All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at http://www.utexas.edu/its/policies/emailnotify.html.

In this class, e-mail will be used as a means of communication with students. You are responsible for checking your e-mail regularly for class work and announcements. We will use your e-mail address available in Blackboard.

Use of Blackboard
This course uses Blackboard, a Web-based course management system in which a password-protected site is created for each course. Student enrollments in each course are updated each evening. Blackboard can be used to distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to take online quizzes and surveys.

You will be responsible for checking the Blackboard course site regularly for class work and announcements. As with all computer systems, there are occasional scheduled downtimes as well as unanticipated disruptions. Notification of these disruptions will be posted on the Blackboard login page. Scheduled downtimes are not an excuse for late work. Blackboard is available at http://courses.utexas.edu. Support is provided by the ITS Help Desk at 475-9400 Monday through Friday 8 am to 6 pm, so plan accordingly.

Student Feedback
Come see me during office hours if you have any questions/suggestions.

Documented Disability Statement
The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

Religious Holy Days
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Behavior Concerns Advice Line (BCAL)
If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit http://www.utexas.edu/safety/bcal.

Q Drop Policy
The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231: "Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number."

Course Calendar & Readings 1.0 (Subject to change)
You are expected to complete the assigned readings **before** class.

1. Week of Jan. 17:   Overview of the course; class survey; introduction
                        Read: Introduction (textbook)

                        Lab: No session

2. Week of Jan. 24:   Introducing Web 2.0 technologies; digital basics: understanding
                        the Web as a publishing medium
                        Read: Ch1-3 (textbook)

                        Lab: Web 2.0 technologies - blog (text, image and video); RSS
                        with Firefox; creating the *Daily Me* using Google Reader; Twitter

3. Week of Jan. 31:   Digital photography; image processing
                        Read: Ch 8 (textbook)

                        Lab: Photo retouching with Photoshop/Webspace

4. Week of Feb. 7:   Audio processing
                        Read: Ch 7 and Ch 11 (textbook)
                        Bull, Andy. (2010). Ch 4: Audio and Podcasting, in *Multimedia
                        Journalism: A Practical Guide*.

                        Lab: Audacity

5. Week of Feb. 14:   Evolution of online journalism: the past and the future;
                        challenges facing today's news industry
                        Read:
                        Carlson, D. (2003). The history of online journalism. *Digital
                        Journalism* (edited by Kevin Kawamoto). Lanham, MD: Rowman &
                        Littlefield.

                        Lab: Adobe Bridge/Soundslides

6. Week of Feb. 21:   Usability; information architecture
                        Read: Foust, J. (2008). Ch 6: Web page design, in *Online
                        Journalism*, second edition.

                        Lab: Soundslides

7. Week of Feb. 28:   Design principles; writing for the Web
                        Read: Ch 4 and Ch 6 (textbook)

                        Lab: HTML

8. Week of March 6:   Web development

                        Lab: HTML

9. Week of March 13:   Spring break

10. Week of March 20:   Internet audience measurement
                        Read: Lacy, Sarah. (2006, Oct. 23). Web Numbers: What's
                        Real? *Business Week*, available at:
                        http://www.businessweek.com/magazine/content/06_43/b400609
                        5.htm (see also the related items).

                        Proposal due (March 22)

                        Lab: Video shooting

11. Week of March 27:   Video shooting and editing
                        Read: Ch 9 (textbook);
                        Satter, A. (2007). Video production principles.

                        Lab: Video editing - iMovie

12. Week of April 3:   Web 2.0 and implications for journalism
                        Read: Ch 10 (textbook);
                        Weinberger, David. (2007). The new order of order. *Everything
                        is Miscellaneous.*

                        Lab: Video editing – iMovie/Content management system

13. Week of April 10:   Revenue sources and business models

                        Lab: Content management system/Dreamweaver

14. Week of April 17:   **Mid-term Exam (April 17)**

                        Lab: Final project production

15. Week of April 24:   Citizen Journalism; the future of the news
                        Read: Ch 5 (textbook);
                        Jeff Jarvis. (2009). "If Google ruled the world: Media" in *What
                        would Google do?*

                        Lab: Final project production

16. Week of May 1:   Conclusion
                        Read: Mindich, David. (2005). Ch 3 in *Tuned Out: Why
                        Americans Under 40 Don't Follow the News.* Oxford University
                        Press.

                        Lab: Final project presentation (May 2)

J321C Student Information Form

1. Name: _____

2. Sophomore/Junior/Senior/Graduate; in _____ sequence

3. Estimated time spent online per week _____

4. On a 10-point scale, how would you evaluate your skills with the following technologies?
    (1 = Not familiar at all;   10 = Very familiar)

    a. General computer use _____
    b. Powerpoint _____
    c. HTML _____
    d. CSS _____
    e. Photoshop _____
    f. Dreamweaver _____
    g. Audacity or Audition _____
    h. Soundslides _____
    i. Final Cut Pro _____
    j. iMovie _____
    k. Flash _____
    l. Content management systems (e.g., Wordpress) _____

5. How often do you use… (1 = Never   10 = Everyday)
    a. online news sites _____
    b. blogs (as an author) _____
    c. YouTube _____
    d. Google Reader or other RSS aggregator _____
    e. iGoogle _____
    f. Twitter _____
    g. Facebook _____
    h. Google Plus _____

6. Previous (or current) online journalism/new media courses taken (please list all of them):

7. What is your expectation of this course?

8. Do you have any concerns about taking this course? If so, what are they?