

Online Journalism II – Spring 2010
Department of Journalism, Rowan University

Online Journalism II - 21860 - JRN 02325 – 1
Tuesday and Thursday
12:15 p.m. – 1:30 p.m.
Bozorth 134

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COURSE DESCRIPTION:

Students will learn to conceptualize, design, and implement a basic Web site with emphasis on content creation and presentation. The course will examine content strategy, editing, and production techniques for sites related to news.

This class uses a hands-on approach to explore online journalism. Students will refine their multimedia skills -- integrating text, audio, photographs, and video to produce news stories for an online audience. As a class, we will create the multimedia online publication featuring profiles of New Jersey residents. The class also consists of collaboration with students in the *Photojournalism* course.

Prerequisites: News Reporting I and Online Journalism I
Recommended: Photojournalism and Publication Layout and Design

COURSE OBJECTIVES:

This course is a continuation of Online Journalism I. Each student will become more proficient in her/his interviewing, reporting, writing, editing and multimedia production skills. Each student will be asked to contribute to the tasks of building a student-run online publication. By the end of the semester, each student will also have created multiple Web-based packages suitable for internship or job applications.

In this course, students will:

- Learn how to generate story ideas through original reporting.
- Explore the “art of interviewing,” how to ask questions and listen to subjects in a way that allows people to tell their own stories in a vivid and intimate manner.
- Refine skills in gathering and editing interviews in text, audio, photos, and video.
- Produce high quality multimedia stories with a variety of tools for a Web based audience.
- Create an individual portfolio of multimedia work suitable for internship or job applications in the news or new media industry.

- Work together to build an online publication with special attention to journalistic ethics, strategy, design and interactivity.
- Produce quality multimedia packages and a student publication to submit to journalism and new media award competitions.
- Collect individual stories from the residents of the New Jersey – and hopefully gain a unique insight into the state’s residents, issues, challenges, and future.

TEXTS:

There is no official text for this course. However, you will be assigned 10 online tutorials, and I will provide you with articles to read.

All deadlines, assignments, links to tutorials, and class discussion will be posted at <http://rowanonlinej2.ning.com/>

TEACHING METHODS:

This will be a fast-paced, advanced level workshop.

As a class, we will create the third edition of the online publication <http://nj1134.org/> Together, we will come up a theme for the issue, a strategy, and a work plan for producing the publication. Everyone will contribute to the creation, editing, and content of the site.

The project will also include collaboration with students in the *Photojournalism* course.

There will be a lot of discussion, back-and-forth, and, as is the case in the creation and editing of any publication, a fair amount of chaos. The success of the course and the finished product will depend on your energy, entrepreneurial spirit, work ethic, and ability to work together as a team. It will require personal responsibility and high journalistic standards.

I will conduct the course as a group facilitator, editor, and publisher. My goal is to help you do your best work -- as individual students and as a class.

ATTENDANCE:

Class attendance is essential for academic success in this course and for the success of the group publication. Students are expected to be in class on time. Students who miss class are responsible for all material covered in that class and must meet all deadlines related to that material. Excused absences include medical reasons, death in family, and pre-approved school-related activities. More than four (4) unexcused absences will drop the final grade one letter.

REQUIRED EQUIPMENT:

Rowan University and the Journalism Department provide the computers, software, microphones, cables, and Flip Video cameras, and the Web hosting space for this project.

However in addition to this equipment, each student must have access to the following:

1. A USB thumb drive (4 GB recommended) or external hard drive

Bring it to class with you. A 4GB thumb drive cost about \$20. You will use your thumb drive to turn in all of your assignments.

Make sure you always save your work to multiple locations. I suggest saving your work to your personal folder on the Rowan server (not the computer desktop), your thumb drive, and your home computer. And I recommend that you backup your home computer weekly.

2. Headphones or Earbuds

You must have headphones or ear buds when we are working with audio and video. Over the ear headphones work best, but any will do. Please keep them with you and bring them to class everyday.

3. Digital Audio Recorder

Purchase a digital audio recorder that:

- saves files in WAV, WMA or MP3 format
- has a MIC jack
- has a headphone jack
- can upload files to a computer via USB without additional software.

Olympus VN 5200PC (listed for \$37), Olympus VN 6200PC (listed for \$44), and Olympus WS-400 (listed for \$57) are available on Amazon.com

Do not purchase a recorder that requires you to download software or that creates files in a format other than WAV, MP3, or WMA. They will not work in our classroom. And beware: Not all recorders are the same. So shop carefully. And talk to me before you purchase anything if you are unsure.

4. Digital Camera

Many of you already have **digital cameras**. If you have one, use it. If you do not, you need one. You can use it to shoot both still photos and short videos.

If you do purchase a digital camera, make sure that it meets or exceeds the following specifications:

- 7 megapixels or better
- Image stabilization (essential)
- Video at 640 x 480 at 30 fps; video must include audio
- 3x OPTICAL zoom or better
- 2 GB (gigabyte) high-speed SD card or larger
- USB 2 output

Cameras in this range start out at around \$130.

I realize this is a significant investment for students. If you do not have the means to purchase this equipment, please talk to me in person.

ACADEMIC HONESTY:

Plagiarism is a serious offense. Do not use words, photos, or other kinds of content without proper attribution and copyright permission. This includes copying content from the Internet. Plagiarism also includes passing off another student's work as your own or

giving your work to another student. When in doubt, ask. For Rowan's complete academic honesty policy, download the Student Information Guide from <http://www.rowan.edu/studentaffairs/infoguide/pdf/infoguide0809.pdf>. (See pages 27-28 in guide.)

Anyone caught plagiarizing could receive an F for the course.

ACCOMMODATION POLICY

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center to receive official university services and accommodations. The Academic Success Center can be reached at 856-256-4234 and is located in Savitz Hall, 3rd floor. The staff is available to answer questions about accommodations or assist you in your pursuit of accommodations.

OFFICE HOURS:

I welcome conversations with students outside of class. My regular office hours are posted on my office door at Bozorth 105E. I will also be available other times as well. If you would like to make an appointment, feel free to email or call. If you have questions about assignments anytime throughout the week, please email me and I will respond as soon as I am able.

I will also email you between classes, responding to your work and offering suggestions. Please check your email throughout the week so that you receive messages.

COMPUTER LAB ETIQUETTE:

We will often use the computers for in-class assignments. When we do use the computers, please refrain from unrelated multi-tasking. When we are not using the computers for in-class assignments, please close your browser and other applications. Also please turn off your cell phone, pda, Blackberry, iPhone, etc before class begins.

ASSIGNMENTS AND GRADING:

Details on deadlines, assignments, links to tutorials, and class discussion will be posted at <http://rowanonlinej2.ning.com/>

Online Tutorials (10 points)

Students will be assigned ten online tutorials to complete. These tutorials will serve as our "textbook." Some tutorials are actual online classes to complete, others are exercises that produce a sample product, and some are step-by-step instructions for how to use software and programs. Tutorials should be completed on time since we will be working on related assignments in class. Each student will produce evidence that she/he has completed each tutorial and turn all of their documentation by the beginning of the week.

Graded assignments (Total 70 points)

Each student will produce four graded multimedia assignments. You will have opportunity to do more if you choose. Specific instructions and guidelines for each will be given prior to the assignment.

- Audio Interview and Photo 10 points

- Audio Slide Show 1 15 points
- Video Project 20 points
- Audio Slide Show 2 or Video Project 2 25 points

Team Projects (10 points)

To create our online publication, each student will participate in one of three teams: editorial tech/design or social networking. Each team will be given assignments at various times in the semester. The teams will work together and often report back to the whole class with their work. For this grade, each student will evaluate their own performance and contributions of the other members of the group. I will combine this information with my observations of your teamwork over the course of the semester and grade your work accordingly.

Attendance and Class Participation (10 points)

We will do a series of in class assignments. These are key to learning how to use various programs and learning how to become more proficient in the creation of multimedia packages. At the end of the semester, each student will be given a grade for attendance, participation, and effort.

Total 100 points

A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	60-66
F	0-59

CLASS AND ASSIGNMENT SCHEDULE – FALL 2009

The following schedule is a guide to accomplishing our goals. It is subject to change as the publication evolves.

Week 1

Tues, Jan 19 and Thurs, Jan 21

In Class: Course overview, introductions, and brainstorming

Log on to <http://rowanonlinej2.ning.com/>

Assignment: Tutorial 1: Five Steps of Multimedia Storytelling - News U gives you a receipt to print or email

http://www.newsu.org/courses/course_detail.aspx?id=uicknight_multimedia07

Week 2

Tues, Jan 26 and Thurs, Jan 28

In Class: Audio gathering and telling stories with sound

Assignments:

Tutorial 2: Telling Stories with Sound - News U gives you a receipt to print or email

http://www.newsu.org/courses/course_detail.aspx?id=nwsu_soundStory07

Reading: Interviewing Basics on O'Reilly Blog

Read Gathering Audio from Media Storm: Part I

Week 3

Tues, Feb 2 and Thurs, Feb 4

In Class: Audio Editing

Tutorial 3: How to Use Garage Band - Turn in your notes.

<http://multimedia.journalism.berkeley.edu/tutorials/audio/podcasting/podcastsetup/>

Reading: Gathering Audio: Part II

Week 4

Tues, Feb 9 and 11

Audio Interview and Headshot Due

In Class: Digital Storytelling, Photo Ethics, and Photoshop How-To for Online Photos

Assignment:

Tutorial 4: Language of the Image - News U gives you a receipt to print or email

http://www.newsu.org/courses/course_detail.aspx?id=nu_loti04

Tutorial 5: Tutorial #5: Seven Steps of Composition

Read through the seven steps of composition below and then take 25 photographs of one person.

<http://www.jtoolkit.com/photojournalism/index.html>

<http://www.jtoolkit.com/photojournalism/ssphoto1.html>

<http://www.jtoolkit.com/photojournalism/ssphoto2.html>

Week 5

Tues, Feb 16 and Thurs, Feb 18

In Class: Sound Slides

Tutorial 6: Sound Slides

No documentation for this one. Take notes and turn them in.

How to Use the Sound Slides (Knight Digital Media Center)

<http://multimedia.journalism.berkeley.edu/tutorials/webdesign/using-soundslides/>

Step by Step Use of Sound Slides

http://www.pophoto.com/gallery.aspx?section_id=48&webtrends_section=podcastspop&article_id=3452§ion_prefix=podcastspop&window_id=1&gallery_id=439&page_number=1&seq=1

Week 6

Tues, Feb 23 and Thurs, Feb 25

In Class: Work Week

Tutorial 7: Watch Ira Glass on Storytelling - Turn in Your Notes.

Part 1 <http://www.youtube.com/watch?v=n7KQ4vkiNUk&feature=related>

Part 2 <http://www.youtube.com/watch?v=3qmtwa1yZRM&feature=related>

Part 3 <http://www.youtube.com/watch?v=-hidvEIQ0xE&feature=related>

Part 4 <http://www.youtube.com/watch?v=9blgOboiGMQ&feature=related>

Week 7

Tues, March 2 and Thurs, March 4

Audio Slide Show I Due

In Class: Video

Tutorial 8: Video Techniques:

Tutorial 8: Video Techniques - Turn in Your Notes.
http://multimedia.journalism.berkeley.edu/tutorials/shooting_tips/
Read Nine telltale signs of amateur video
Read Top Ten Mistakes by Rookie Filmmakers

Week 8

Tues, March 9 and Thurs, March 11

Video Continued

SPRING BREAK, MARCH 15-19

Week 9

Tues, March 23 and Thurs, March 25

In Class: Work Week

Tutorial 9: Video to the Web – In Class. Be here to get credit.

Week 9

Tues, March 30 and Thurs, April 1

Due: Video Project 1

Week 11

Tues, April 6 and Thurs, April 8

Tutorial 10: Pitch for your final project. (Audio Slide Show or Video)

Week 12

Tues, April 13 and Thurs, April 15

In Class: Work Week

Week 13

Tues, April 20 and Thurs, April 22

In Class: Work Week

DUE: Final Project Due (BEST DRAFT)

Week 14

Tues, April 27

Go Listen to Gail Collins at 11:00 a.m. then come to class.

Final editing and posting

Thurs, April 28

DUE: Final Project Due (REVISED)

Final editing and posting

FINALS WEEK

Final Posting

Web site launch party

Course review and evaluation

GRADUATION – FRIDAY, MAY 14