



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	JOUR
Course Number:	14abcd
Descriptive Title:	Digital Media Storytelling
Division:	Humanities
Department:	Journalism
Course Disciplines:	Journalism
Catalog Description:	This course provides training in multimedia journalism with an emphasis on the principles and techniques of multimedia reporting, including preparing news for digital distribution using text, audio, video, and photographs. Students create multimedia news projects for publications using digital cameras, digital recorders, digital camcorders, and computer software. Throughout this course, all students are trained and prepared to compete in a variety of journalism competitions.
Prerequisite:	Journalism 1 with a minimum grade of C
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	2
Hours Laboratory (per week):	3
Outside Study Hours:	4
Total Course Hours:	90
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	01/20/2009
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	

	Other:
	IGETC:
	Term:
	Other:
Student Learning Outcomes:	<p>SLO #1</p> <p>Upon completion of the course, students will be able to record, edit and post a 2-minute audio profile story using a digital recording device, Audacity audio editing software and the online Sound Cloud application.</p> <p>SLO #2</p> <p>Upon completion of the course, students will be able to shoot, edit and post a 3-minute man-on-the-street video focusing on answers to a student-related question, using a video camera, external mic, video editing software and YouTube.</p> <p>SLO #3</p> <p>Upon completion of the course, students will be able to write a 300-word online news story that utilizes at least one relevant, functioning hyperlink.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Create a news-based blog. 2. Report and write a news story. 3. Create and edit audio interviews to construct news story packages. 4. Create and edit video and text to construct news story packages. 5. Create, edit and combine audio and still photographs to construct audio slide shows. 6. Create, edit and combine video and audio to produce short news story packages. 7. Create and post multimedia stories for the Web. 8. Demonstrate ability and skill as a journalist by preparing to compete in various journalism competitions.
Major Topics:	<p>I. Introduction to news web sites and online reporting (2 hours, lecture)</p> <p>A. a definition of terms</p> <p>B. the history of multimedia storytelling</p> <p>C. how the Internet has changed journalism</p> <p>D. multiplatform digital delivery workflow</p> <p>II. Interviewing techniques (2 hours, lecture)</p> <p>A. working with sources</p> <p>B. using digital recorders and cameras when interviewing sources</p> <p>C. First Amendment concerns</p> <p>D. libel and ethics</p>

III. Practicing interviewing techniques (6 hours, lab)

- A. working with sources
- B. using digital recorders and cameras when interviewing sources
- C. First Amendment concerns
- D. libel and ethics

IV. Reporting techniques (2 hours, lecture)

- A. learning how to use digital cameras and video cameras for online reporting

V. Practicing reporting techniques (8 hours, lab)

- A. learning how to use digital cameras and video cameras for online reporting

VI. Social media and its role in digital journalism (2 hours, lecture)

- A. creating social media accounts and using them to publish information

VII. Practicing with social media tools (4 hours, lab)

- A. creating social media accounts and using them to publish information

VIII. Preparing a news story (2 hours, lecture)

- A. posting online
- B. including a minimum of five photographs

IX. Practicing preparing a news story (8 hours, lab)

- A. posting online
- B. including a minimum of five photographs

X. Multiplatform storytelling and digital delivery (10 hours, lecture)

- A. introduction to digital tools, including digital workflow and publishing applications and analytics
- B. introduction to techniques needed to produce a 20- to 30-image news, feature or sports slide show story using digital cameras and slide show software
- C. introduction to using mobile devices for shooting and editing photos for slideshows
- D. introduction to real-time reporting using social media and other digital tools

E. introduction to using mobile devices for uploading slideshows to online sites and social media

XI. Practicing with multiplatform storytelling and digital delivery (10 hours, lab)

A. introduction to digital tools, including digital workflow and publishing applications and analytics

B. introduction to the editing and other techniques needed to produce a 20- to 30-image news, feature or sports slide show story using digital cameras and slide show software

C. introduction to using mobile devices for shooting and editing photos for slideshows

D. introduction to real-time reporting using social media and other digital tools

E. introduction to using mobile devices for uploading slideshows to online sites and social media

XII. Video news (10 hours, lecture)

A. editing and other techniques needed to produce a two- to four-minute news, feature or sports story using video cameras and video software

B. introduction to video software needed to produce a two- to four-minute news, feature or sports story using video cameras and video software

C. introduction to using mobile devices and appropriate apps for shooting, editing and producing a two-to four-minute news, feature or sports story

D. introduction to using mobile devices and appropriate apps for uploading a two-to four-minute news, feature or sports story to websites (blogs, social media)

XIII. Practicing video news (10 hours, lab)

A. editing and other techniques needed to produce a two- to four-minute news, feature or sports story using video cameras and video software

B. introduction to video software needed to produce a two- to four-minute news, feature or sports story using video cameras and video software

C. introduction to using mobile devices and appropriate apps for shooting, editing and producing a two-to four-minute news, feature or sports story

D. introduction to using mobile devices and appropriate apps for uploading a two-to four-minute news, feature or sports story to websites (blogs, social media)

XIV. Preparing a multimedia news, feature or sports story for posting online (6 hours, lecture)

A. introduction to using digital tools to package photos, video and sound for multiplatform publication

	<p>B. introduction to using timelines and other graphics to enhance digital stories</p> <p>C. introduction to using mobile devices for uploading photos, video and sound for websites</p> <p>XV. Practicing preparing a multimedia news, feature or sports story for posting online (8 hours, lab)</p> <p>A. introduction to using digital tools to package photos, video and sound for multiplatform publication</p> <p>B. introduction to using timelines and other graphics to enhance digital stories</p> <p>C. introduction to using mobile devices for uploading photos, video and sound for websites</p>
Total Lecture Hours:	36
Total Laboratory Hours:	54
Total Hours:	90
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Write a news story for the online news site. Include the basic journalistic form by answering the following questions: Who? What? Where? Why? When? and How? Interview at least three people for the story, and write the story in the proper journalistic style, and include at least one multimedia element, such as a hyperlink.
Critical Thinking Assignment 1:	Given a list of ten story ideas, assess which stories should be published online using text, which stories should be published online using audio and text, which stories should be published online using audio, photographs and text, and which stories should be published online using audio, video and text. Explain the reasons for your choices in a written response of 400 to 500 words.
Critical Thinking Assignment 2:	Given a list of ten blog sites, assess which sites contain news and other objective news information and which sites contain nonobjective, non-news information. Explain the reasons for your choices in a written response of 400 to 500 words.
Other Evaluation Methods:	Class Performance, Completion, Fieldwork, Homework Problems, Multiple Choice, Objective Exam, Other Exams, Quizzes, Term or Other Papers, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Problem solving activity, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Textbooks:	The Associated Press, <u>The Associated Press Stylebook and Briefing on Media Law</u> , The Associated Press, 2023.

	James C. Foust, <u>Outline Journalism: Principles and Practices of News for the Web</u> , Holcomb, Hathaway, 2011. (Discipline Standard)
	Mark S. Luckie, <u>The Digital Journalist's Handbook</u> , Create Space, 2012. (Discipline Standard)
Alternative Textbooks:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	Prerequisite
Category:	sequential
Requisite course(s): List both prerequisites and corequisites in this box.	Journalism 1 with a minimum grade of C
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	<p>The student must be able to prepare a 500-word multi-source news story.</p> <p>JOUR 1 - Demonstrate interviewing and related professional news-gathering techniques needed to write a news, a feature and a sports story.</p> <p>JOUR 1 - Construct a basic news story, a basic feature story and a basic sports story using industry-standard techniques and guidelines.</p> <p>The student must be able to recognize and apply Associated Press style rules.</p> <p>JOUR 1 - Recognize and employ Associated Press-style guidelines in preparing journalistic writing.</p> <p>The student must be able to gather information and construct a feature story of his or her own enterprise.</p> <p>JOUR 1 - Demonstrate interviewing and related professional news-gathering techniques needed to write a news, a feature and a sports story.</p> <p>JOUR 1 - Define and identify a news lead, a feature lead and a sports lead.</p> <p>JOUR 1 - Produce a publishable news lead, feature lead block and sports lead.</p>
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course	

objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Lori Medigovich
Date:	11/01/2008
Original Board Approval Date:	01/20/2009
Last Reviewed and/or Revised by:	Kate McLaughlin
Date:	02/24/2023
Last Board Approval Date:	07/17/2023 effective FALL 2024