

JRNL 62: DIGITAL PRODUCTION FOR STUDENT MEDIA

Foothill College Course Outline of Record

Heading	Value
Units:	2
Hours:	6 laboratory per week (72 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Description

Practical experience contributing as a digital content producer to the college news media.

Course Objectives

The student will be able to:

- Communicate with one or more editors to obtain assignments.
- Produce and contribute appropriate journalistic assignments to the student media.

Course Content

- Communicate with one or more editors to obtain assignments.
 - Select assignments from assignment list or discussion with editor(s).
 - Suggest assignments to editor(s).
- Produce and contribute appropriate journalistic assignments to the student media.
 - Produce content for student news website and social media following ethical and journalistic guidelines.
 - Turn in assignments in appropriate format and within stated deadline.

Lab Content

Production of a regular news or feature product with a journalism emphasis by and for students and distributed to a campus or community audience. Some suggested possible lab activities leading toward publication might be (options):

- Finding stories
- Reporting and writing news, feature, opinion and sports stories
- Using video equipment, editing video
- Using a digital camera and photo editing software
- Electronically filing stories, photos and other visual media
- Proofreading, copyediting and improving stories
- Applying standards, including multiple named sources, adequate lead, spelling, grammar, AP style
- Using design software
- Interviewing for news media
- Role of student media on campus
- Finding college, expert and real person sources using standard methods, websites and social media
- Online and multimedia presentation of stories

- Utilizing journalism resources, such as textbooks, guides and websites to improve skills
- Understanding and applying ethical standards for news reporting and photojournalism
- Understanding and applying ethical standards for news reporting
- Understanding news staff organization
- Understanding media law as it applies to journalism
- Using software and web programs to present stories
- Exploring careers in news media
- Exploring entrepreneurial opportunities in news media
- Using critique and self-critique to improve the product
- Understanding the business side of student media, such as advertising, promotions, printing and distribution

Special Facilities and/or Equipment

- Computer with internet access, video camera, basic video editing software.
- When taught via Foothill Global Access, on-going access to computer with email software and hardware; email address.

Method(s) of Evaluation

- Assignments evaluated for adherence to video reporting guidelines and deadline timeliness.
- Comprehension tests and a final exam requiring students to identify and demonstrate concepts that have been introduced and studied throughout the course.
- Evaluation of log report for completeness.

Method(s) of Instruction

Laboratory experiences which involve students in formal exercises of news gathering and reporting.

Representative Text(s) and Other Materials

Examples of primary texts and references:

[The Script Handbook](#). Latest edition.

[The Associated Press Stylebook and Libel Manual](#). New York: Associated Press, 2012.

Harrower, Tim. [Inside Reporting](#). 3rd ed. McGraw-Hill, 2013.

Examples of supporting texts and references:

Kanigel, Rachele. [The Student Newspaper Survival Guide](#). 2nd ed. Wiley-Blackwell, 2011.

Papper, Robert A. [Broadcast News Writing Stylebook](#). 5th ed. Pearson, 2012.

Kobre, Kenneth. [Videojournalism: Multimedia Storytelling](#). Focal Press, 2012.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- Identify and complete one approved assignment per week; submit by deadline.
- Read about and react to journalistic concepts and issues using critical thinking.
- Keep a log of activities, learning experiences and time spent on assignments.

Discipline(s)

Communication Studies, English, Journalism