ORIGINAL COURSE IMPLEMENTATION DATE: September 2009
REVISED COURSE IMPLEMENTATION DATE: September 2021
COURSE TO BE REVIEWED (six years after UEC approval)**:** October 2026
Course outline form version: 05/18/2018

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 301	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Multimedia Journalism
Course Short Title:
(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

Students will apply foundational skills of researching, interviewing, and writing to the three most common digital reporting formats – photography, videography and sound. The course emphasizes adapting the tools and capabilities of digital technologies to produce examples of professionally crafted journalistic storytelling.

Note: This course is offered as CMNS 301 and JRNL 301. Students may take only one of these for credit.

Prerequisites (or NONE):	CMNS 300/JRNL 300 and one of CMNS 126, VA 119, VA 160, VA 180, FILM 260, or GD 281.
	Note: Students who have taken MACS 235 or ENGL 215, or have experience in journalistic writing, can request instructor approval.
Corequisites (if applicable):	
Pre/corequisites (if applicable):	

Antirequisite Courses *(Cannot be taken for additional credit.)*
Former course code/number:
Cross-listed with: **JRNL 301**
Dual-listed with:
Equivalent course(s):
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Special Topics *(Double-click on boxes to select.)*
This course is offered with different topics:
☒ No ☐ Yes *(If yes, topic will be recorded when offered.)*

Independent Study
If offered as an Independent Study course, this course may be repeated for further credit: *(If yes, topic will be recorded.)*
☒ No ☐ Yes, repeat(s) ☐ Yes, no limit

Transfer Credit
Transfer credit already exists: *(See **bctransferguide.ca**.)*
☒ No ☐ Yes

Submit outline for (re)articulation:
☒ No ☐ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

Lecture/seminar hours	25
Tutorials/workshops	
Supervised laboratory hours	20
Experiential (field experience, practicum, internship, etc.)	
Supervised online activities	
Other contact hours:	
Total hours	**45**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Grading System
☒ Letter Grades ☐ Credit/No Credit

Maximum enrolment (for information only): 25

Expected Frequency of Course Offerings:
Annually *(Every semester, Fall only, annually, etc.)*

Department / Program Head or Director: Samantha Pattridge	**Date approved:**	May 2020
Faculty Council approval	**Date approved:**	June 2, 2020
Dean/Associate VP: Jaqueline Nolte	**Date approved:**	June 2, 2020
Campus-Wide Consultation (CWC)	**Date of posting:**	June 26, 2020
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	October 2, 2020

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Research, write and edit news reports and features in a digital environment.
- Demonstrate familiarity with relevant professional, ethical and legislative standards.
- Evaluate the quality of composition in regard to both photographic and video content.
- Address the issues related to producing news for digital platforms.
- Operate as an independent multi-format reporter.
- Collaborate as a member of a multi-format reporting team.
- Create photo, radio/audio and video news items.
- Demonstrate technical proficiency in at least one of the digital reporting formats.
- Practice the common approaches to digital data presentation.
- Align and coordinate multi-format content.
- Critically evaluate the potential of emerging communication technologies for journalistic purposes.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes   ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Lectures, labs, workshops, exercises.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Wenger, D.H.	Advancing the story: Quality journalism in a digital world (4th ed.)	☐	CQ Press	2019
2.	Baldwin K.	Multimedia Technologies: Designs, Tools and Applications	☐	Willford Press	2019
3.			☐		
4.			☐		
5.			☐		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)* Access to Adobe Creative Cloud

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	25%	Field experience:	%	Portfolio:	20%
Midterm exam:	%	Project:	45%	Practicum:	%	Participation::	10%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary):

Using digital tools:	10%
Graphics/data visualization:	15%
Photojournalism:	15%
Radio project:	15%
TV project:	15%
Multimedia portfolio:	20%
Class participation	10%

Typical Course Content and Topics

Week 1   **Introduction to the course**
            Reviewing journalism foundations (elements of a news story, newsgathering)
            Using digital tools to serve quality journalism (including crowdsourcing and data mining)
            What changes and what stays the same?: journalism in a multimedia environment

Week 2   **The multimedia mindset**
            The power of multimedia
            Collecting information using multimedia tools
            Using social media to tell news stories and effectively target audiences
            Virtual reality as a journalist's tool
            Critical analysis of selected examples from multimedia coverage

Week 3-4   **Graphics/Data visualization**
            Why use graphics?
            Types of graphics
            Simple is better
            Data for graphics

Week 5-7   **Photojournalism**
            Images as a crucial resource for journalists
            DSLR cameras: strategies and strengths
            Smartphone cameras: strategies and strengths
            Using photographs to tell stories (combining images, building slideshows and adding text)
            DSLR and smartphone photography exercises

Week 8-9   **Audio: using sound to tell stories**
            Radio stories
            Choosing sound
            Writing to sound
            Editing audio
            Special story types: long-form audio and natural sound stories

Week 10-11   **Video: mobilizing moving images as a journalist**
            TV stories
            Choosing video
            Writing to video: "show don't tell"
            Editing video   .

Week 12-13   **Freelancing as a multimedia journalist**
            Branding yourself
            Job hunting
            Networking
            Building a multimedia portfolio