

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: <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Humanities		Department (or program if no department): Communications															
Calendar Description: <p>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.</p> <p>Note: This course is offered as CMNS 301 and JRNL 301. Students may take only one of these for credit.</p>																	
Prerequisites (or NONE):		CMNS 201/JRNL 201 or CMNS 300/JRNL 300 (discontinued), 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 <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: JRNL 301 Dual-listed with: Equivalent course(s): <i>(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.)</i>		Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
		Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td></td> </tr> <tr> <td>Supervised laboratory hours</td> <td>20</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		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	Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit	
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		Maximum enrolment (for information only): 25 Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, etc.)</i>															
Department / Program Head or Director		Date approved: March 2023															
Faculty Council approval		Date approved: March 2023															
Undergraduate Education Committee (UEC) approval		Date of meeting: March 24, 2023															

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.)	<input type="checkbox"/>	CQ Press	2019
2. Baldwin K.	Multimedia Technologies: Designs, Tools and Applications	<input type="checkbox"/>	Willford Press	2019
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

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