**OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM**

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

<table>
<thead>
<tr>
<th>Course Code and Number: CMNS 301</th>
<th>Number of Credits: 3</th>
<th>Course credit policy (105)</th>
</tr>
</thead>
</table>

**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.

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 or 45 university-level credits including one of CMNS 125, CMNS 155, CMNS 175, or ENGL 105. Note: As of September 2021, prerequisites will change to the following: 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  
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.)*

**Grading System**
☒ Letter Grades ☐ Credit/No Credit

**Typical Structure of Instructional Hours**

<table>
<thead>
<tr>
<th>Lecture/seminar hours</th>
<th>25</th>
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</thead>
<tbody>
<tr>
<td>Tutorials/workshops</td>
<td></td>
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<tr>
<td>Supervised laboratory hours</td>
<td>20</td>
</tr>
<tr>
<td>Experiential (field experience, practicum, internship, etc.)</td>
<td></td>
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<tr>
<td>Supervised online activities</td>
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<tr>
<td>Other contact hours:</td>
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</table>

| Total hours | 45 |

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

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

**Department / Program Head or Director:** Samantha Patridge  
**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.)

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
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<tbody>
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</tbody>
</table>

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

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam:</td>
<td>%</td>
</tr>
<tr>
<td>Assignments:</td>
<td>25%</td>
</tr>
<tr>
<td>Field experience:</td>
<td>%</td>
</tr>
<tr>
<td>Portfolio:</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm exam:</td>
<td>%</td>
</tr>
<tr>
<td>Project:</td>
<td>45%</td>
</tr>
<tr>
<td>Practicum:</td>
<td>%</td>
</tr>
<tr>
<td>Participation:</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes/tests:</td>
<td>%</td>
</tr>
<tr>
<td>Lab work:</td>
<td>%</td>
</tr>
<tr>
<td>Shop work:</td>
<td>%</td>
</tr>
<tr>
<td>Total:</td>
<td>100%</td>
</tr>
</tbody>
</table>

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%
| 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  
|