

**JMC 425 – Online Media  
Fall Semester 2008**

**Instructor: Serena Carpenter, Ph.D.**

**Time: T/Th 2:00 – 3:50pm**

**Location: Cronkite 351**

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**Office hours: Rm. #358, Tues. 3:50pm – 7pm, Thurs. 3:50-6pm**

**Prerequisites and expectations:** This class is required of all journalism majors in the new curriculum. Students must be in the professional program and have completed JMC 201. The expectation is that incoming students are proficient in the fundamentals of journalism (newsworthiness, accuracy, objectivity, fairness and ability to work on deadline). Students do not have to have online experience or knowledge in order to take this course.

**Course goals:** This class will introduce students to journalism in an online environment. Students will gain an understanding of the capabilities and attributes of good online journalism, including interactivity, functionality, navigation and innovation. Students will learn how to “think online,” identifying and developing multimedia stories and practicing the fundamentals of editing and creating effective web packages. While some technological skills will be taught, this is first and foremost a journalism class, with an emphasis on journalistic rather than technical skills.

*At the end of the semester, students should “know” the following:*

- A solid understanding of online journalism
- What journalists are doing online and where the industry is headed
- How to identify multimedia stories and what works online (news judgment)
- The importance of immediacy, interactivity, multimedia, navigation and innovation
- Basic copyright laws. This means all work must be original.
- Ethical issues related to the Web
- Professional standards and expectations — working on deadline, teamwork, accuracy, flexibility and openness to new technology and approaches to communicating with the public

*At the end of the semester, students should “know how to do” the following:*

- How to write and edit for the Web
- How to tell stories visually
- How to frame shots
- Basic HTML, including links and images
- Basic Web design
- Basic Photoshop – how to prep and crop photos for the Web
- How to put together a multimedia packages that tell stories, from storyboarding through production, using appropriate software

**Possible course changes:** The instructor may make changes in the class syllabus and course schedule as the semester progresses. This class reflects the present state of flux occurring in journalism, and thus students should be prepared for changes to occur throughout the semester.

**Text and materials:** To save you money, there is no required text for this class, however you can download a free text to supplement your knowledge. The PDF book is Journalism 2.0 by Mark Briggs. You can download the book at [http://www.kcnn.org/resources/journalism\\_20\\_pdfs/](http://www.kcnn.org/resources/journalism_20_pdfs/). The instructor may require other readings throughout the semester. It is recommended that you buy a three-ring binder to hold the readings and handouts for this class.

You will need to buy a **flash drive** for this class. It is recommended that you purchase at least a *400g portable firewire external hard drive* because video takes up a lot of space, however that size is not a requirement. It will cost you about \$130. Try Fry's, B&H Photo Video, or Amazon. It is recommended that you buy a Maxtor, LaCie, or Seagate external hard drive. You will also need a pair of headphones. Any standard headphone will work for this class.

**Equipment Checkout:** Students in designated classes will be able to check out equipment, including digital cameras, audio recorders, video cameras and tripods. It is your responsibility to ensure that you have all of the necessary equipment. Equipment can be checked out for a maximum of 36 hours from Room 608 on the sixth floor. You can check out equipment over the weekend if you pick up the camera after 3 p.m. and bring back by 10 a.m. that following Monday. If you are one minute late, your check out privileges will be revoked. You are strongly encouraged to reserve equipment well before you need it. Equipment can be reserved by stopping by Room 608 or by calling 602.496.5253. Hours are Mon-Thur 8 a.m.-10 p.m., Friday 8 a.m.-7 p.m., and Sat. 10 a.m.-5 p.m.

**Classroom etiquette:** Cell phones and any other mobile devices must be turned off during class time. Drinks and food are not allowed in the classroom. Please arrive to class on time and listen respectfully while the instructor, guest lecturer or other students are speaking. This also includes not checking email or other social networking sites. Use of these devices or the internet during lectures will affect your final grade. If you finish your assignment early, you can go online for personal reasons, however if you are doing this during class, you will be docked two participation points each time. If you do not actively participate in class discussions, you will also be docked.

**Attendance:** You are expected to be in every class and you are expected to arrive on time. There are no excused absences. More than two absences will result in a minimum of a full-grade penalty on your semester grade. Tardiness is considered the same as an absence, and will affect your final grade. If you are late, you will be docked participation points and if you are extremely late, it will be

marked as an absence.

**Deadlines:** Since this is a journalism class, deadlines are important, and you are expected to meet them. Homework is due at the **beginning of each class** without exception. Assignments handed in one day, one hour or one minute late will receive two full grade deductions. There are no exceptions.

This is a class where you will learn a new technology almost every week. Thus, if you plan to do your assignment last minute and you are unfamiliar with the technology, there is a good chance you will be late. You should allot yourself enough time to be able to ask the teacher a question if a problem should occur, or allot yourself enough time to research how to troubleshoot the problem. This happens to everyone!

**Academic Integrity:** Adhering to a high ethical standard is of special importance in the world of journalism, where reliability and credibility are the cornerstones of the field. Therefore, the Cronkite School has adopted a “zero tolerance” policy on academic dishonesty. If any student is found to have engaged in academic dishonesty in any form - including but not limited to cheating, plagiarizing and fabricating - that student will receive a grade of XE for the class and will be dismissed from the Walter Cronkite School of Journalism and Mass Communication. Reinstatement will not be considered. There will be no exceptions. At the beginning of every Cronkite class, each student will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. Students must sign a pledge that indicates they have read and understood the material and agree to abide by the policy.

**Cronkitezine:** If your work is of high quality, it will be published on the Cronkitezine online magazine. You can access it at <http://cronkitezine.asu.edu/fall2007/index.html>.

**Assignments:** You will be given in-class assignments and exercises, as well as outside of class assignments. You will have to complete some of the work on your personal computer or in a computer lab. Unless specified in the syllabus, all work must be printed and turned in at the beginning of class.

All papers must be typed. **Save all of your homework on a flash drive** and your personal computer. At least once a year, a student’s computer crashes and they lose all of their work. In the online world, it is imperative to back up your work.

You also will work on a final project that will pull together the skills you learn in this class. The instructor will divide the class into teams. Each person is required to pull her/his own weight.

**Reading Assignments:** These are listed on the day that they are due. It is your responsibility to look ahead to the next class period to determine what should be

read for that day's class. You will also receive handouts on required readings as well.

**Quizzes:** There are no tests in this class, but there will be quizzes on material covered in class and in your reading.

**Lab Hours:** Lab hours on weekends in the Cronkite building from 10 a.m.-10 p.m.

**Grading:** Grading of assignments, exercises and the final project will be based on your ideas, work ethic, meeting deadlines, quality of writing, grammar and spelling as well as your understanding of the Web fundamentals outlined under course goals. Individual assignments and the final grade will be graded as follows:

97-100% = A+ (you're a multimedia rock star)  
94-96% = A  
90-93% = A-  
87-89% = B+  
84-86% = B (very competent)  
80-83% = B-  
77-79% = C+  
74-76% = C (average)  
60-69% = D (come see me)  
59% and below = E (come see me)

### **Points**

In-class assignments

4 Quizzes

Participation: 27 classes X 4 points =108 points

Four blog posts: 50 points

Slideshow: 70 points

Video package: 100 points

Professional Web site: 100 points

Mashup: 30 points

Final team project: 200 points

**Extra credit:** You can earn 30 points of extra credit:

- Continue writing your blog. Each post must have at least one meaningful link. You are required to write at least 12 posts including the four you have already written. This should not be done at the very end of the semester. Each post should be well thought out and edited. Do not take material from other people's Web sites and post it on your blog. The post should be your original creation. It is encouraged to record video and take pictures, and incorporate them. If you want to include information from another Web

site, you can only link to their Web site. This practice is encouraged. Also, many employers indicate that they prefer students to blog.

## Class Schedule

### WEEK 1

#### Class 1 – Aug. 26

**Lecture:** 1) You, me, and the syllabus, 2) survey of skills and background, and 3) how the Web is changing the nature of journalism.

**Lab:** Read this page and the page titled “The Influence of the Web.” Write a short essay addressing this recent report: <http://www.journalism.org/node/11961>

1. What is your reaction to the changes occurring to the field of journalism?
2. How are you prepared for these changes? And how are you becoming prepared?
3. Anything that surprises or concerns you?

#### Class 2 – Aug. 28

**Lecture:** 1) The purpose of blogs, 2) equipment checkout policy, 3) copyright material, and 4) RSS feeds

**Lab:** Setting up a blog

**Assignment:** Come to class with a *topic*, *personal photo* and a *name* for your blog to create your first blog post. The name must include the title of the blog and what you want your URL to be (e.g., [www.onlinejournalism.com](http://www.onlinejournalism.com)). Keep your url simple. I do not want blogs about your personal life; it must be professional and focused on one topic. You will also learn about blogrolls, the blogosphere, and linking. If you come to class with no idea, you will be assigned six extra posts for this assignment. You should be prepared to begin writing your first blog post during this class period.

### WEEK 2

#### Class 1 – Sept. 2

**Lecture:** 1) How to compose photos, 2) how to use a digital camera, 3) examine quality photo slideshow stories, 4) slideshows vs. photo galleries, and 5) using the Student/Class server to save and submit work.

**Lab:** Shoot properly three framed photos that tell a story and shoot one creative photo. The three photos should be related to one another (Wide, Medium, Close). Photos should be uploaded to the server. The best story will receive a prize.

#### Class 2 – Sept. 4

**Lecture:** 1) Using digital audio recorders, 2) converting WMA audio files, 3) using a microphone, 4) comparing Audacity, GarageBand, and Soundtrack and 5) learning how to use the Soundtrack audio editing program.

**Lab:** Edit a prerecorded track in class. Also, bring in around 12 personal photos that tell a story about you. In class, you will write a script for your personal slideshow. Your assignment will be to record your audio in your voice for this slideshow. The audio file and photographs are due on the server in your folder by the next class. If it is not done, your grade will result in a 0. Please keep it short!

**\*Assignment: Second blog post DUE**

### **WEEK 3**

#### **Class 1 – Sept. 9**

**Lecture:** 1) Using SoundSlides, 2) writing captions to pictures, and 3) telling stories using slideshows

**Lab:** Edit a Soundslides basketball story in class.

**Assignment:** If you have not, bring in digital personal pictures and prerecorded narrated audio. In class, prepare a Soundslides presentation using your photos and audio recording. Bring headphones.

#### **Class 2 – Sept. 11**

**Lecture:** 1) Personal SoundSlides critique, 2) writing broadcast scripts, and 3) visual storytelling

**Lab:** Listen to the audio and narration. Rewrite a broadcast story including the natural sound breaks. Identify what you learned from this assignment.

**Assignment: Story idea for your SoundSlides project is due. Story idea must be visual and include an average person source to represent your topic.**

**\*Assignment: Third blog post DUE**

### **WEEK 4**

#### **Class 1 – Sept. 16**

**Lecture:** 1) Social networking

**Lab:** In class, read the comments located adjacent to several news stories. Write a 1.5 double-spaced reaction paper. Identify their value, concerns, interesting elements, and the interaction of journalists. You will need to make comparisons on how blog and story comments differ. You will also meet with your new group to discuss final project ideas.

#### **Class 2 – Sept. 18**

**Lecture:** Work on your Slideshow

**Lab: PHOTOS and AUDIO due for slideshow.** Listen to your audio clips, think about your captions and photos, and write your script for slideshow. Bring headphones.

#### **QUIZ #1**

**\*Assignment: Fourth blog post DUE**

### **WEEK 5**

#### **Class 1 – Sept. 23**

**Lecture:** 1) Online video trends, 2) framing interviews with consumer cameras, and 3) microphone basics

**Lab:** Interview a classmate with video camera. Bring headphones and a tape to class. Must check out camera equipment before class begins.

**Assignment:** Hand in three final project ideas: 1) ideas, 2) sources, 3) visual story ideas, and 4) story elements.

### **Class 2 – Sept. 25**

**Lecture:** 1) Shooting b-roll and sequences and 2) editing video.

**Lab:** Shoot two separate sequences of your partner in class. Nothing can be staged and it must be on a tripod. Bring headphones and a tape to class.

**Assignment: SoundSlides Project DUE including script**

### **WEEK 6**

#### **Class 1 – Sept. 30**

**Lecture:** 1) Using Final Cut Pro, 2) saving video, 3) preparing and uploading video to YouTube, and 4) encoding and publishing Flash video

**Lab:** Editing and uploading video. Bring headphones and your tapes to class.

**Assignment:** Sign up for a YouTube account before you come to class.

**Assignment: Story idea for your video project is due. Story must be visual and include an average person to represent your topic.**

#### **Class 2 – Oct. 2**

**Lecture:** 1) SoundSlides project critique, 2) citizen journalism and 3) transparency, 4) comments

**Lab:** Analyze citizen journalism sites

**QUIZ #2 Video**

### **WEEK 7**

#### **Class 1 – Oct. 7**

**Lecture:** 1) Creating panoramic photos 2) b-roll critique, 3) Promoting your blog

**Lab:** Create a panoramic photo in class

**Assignment: One interview and one sequence due**

#### **Class 2 – Oct. 9**

**Lecture:** 1) HTML/CSS and 2) TextWrangler or Notepad

**Lab:** Practice coding

**Assignment: Video script due**

### **WEEK 8**

#### **Class 1 – Oct. 14**

**Lecture:** 1) HTML/CSS and 2) view online portfolios

**Lab:** Format your resume with bullets, lists

**Assignment:** Bring quality digital version of your resume to class.

**Assignment: Video Package and Final Script DUE.**

### **Class 2 – Oct. 16**

**Lecture:** 1) writing for the web (hyperlinks, summary decks, headlines) and 2) SEO and metatags and 3) CSS inline elements

**Lab:** Bring in digital materials (photo, resume) for your online portfolio. Think about URLs you want to showcase (e.g., stories, LinkedIn page, blog). Before you can begin creating your Web page, you must have all of your materials ready including your resume, photographs, pdf's, etc. (Microsoft Word does not work well online). In a text editor, begin to write material for each of your Web pages (e.g., bio, introduction page, links).

### **QUIZ #3 HTML**

## **WEEK 9**

### **Class 1 – Oct. 21**

**Lecture:** 1) Photoshop basics, 2) preparing photos for the web, 3) Creating a logo in Photoshop, and 4) sign up for a personal page account at ASU and request space increase

**Lab:** Edit photos. Size and clean up six to eight photos you brought earlier to class. Create a logo for your personal page as well. Also prepare any photos you will use for your online portfolio.

### **Class 2 – Oct. 23**

**Lecture:** 1) Web site design (colors, layout, and navigability), 2) Using Dreamweaver, 3) saving and labeling files for the web, and 4) the index page

**Lab:** Based on the lecture, explain to me how you will implement the design principles learned for your Web page. Write how you will implement the rules of design for your online portfolio.

## **WEEK 10**

### **Class 1 – Oct. 28**

**Lecture and Lab:** 1) Using Dreamweaver and 2) Work on portfolio

### **QUIZ #4 Web Design**

### **Class 2 – Oct. 30**

**Lecture and Lab:** 1) Work on portfolio

## **WEEK 11**

### **Class 1 – Nov. 4**

**Lecture:** 1) Using Flash

**Lab:** Creating a timeline in Flash

### **Class 2 – Nov. 6**

**Lecture:** 1) Storyboarding, 2) mashups, 3) surveys, 4) widgets, and 5) audio and media player

**Lab:** Storyboard your final project and create maps and survey.

**Assignment: Online portfolio due. We will FTP them in class using Fugu. Please email me your URL.**

## **WEEK 12**

**Class 1 – Nov. 11 (Veteran’s Day-NO CLASS)**

**Class 2 – Nov. 13**

**Lecture:** 1) Review online portfolios and 2) online ethics – a) product placement, b) hyperlink advertisements, c) most-viewed stories 3) online journalism job market

**Lab:** Ethics exercise. Meet with your groups.

**Assignment: Google Mashup DUE. Email me your URL before the beginning of class.** The Mashup must be a story. It must contain data that you have to seek out to visually tell your audience a story. It can be related to your final project. Use complete sentences.

## **Week 13**

**Class 1- Nov. 18**

**Lecture:** 1) Analyzing site traffic and stickiness

**Class 2- Nov. 20**

**Lecture:** 1) Review Google mashups 2) interactivity and 3) online loyalty, and 4) news definitions

**Week 14 – Nov. 25 & Nov. 27 (Thanksgiving)**

Work on final project

## **Week 15**

**Class 1 - Dec. 2**

Final Project Due Dec. 2. Groups must present to the class their thought-process behind their design, their web package and their focus.

**Class 2 - Dec. 4**

Come to class to revise final project

**Final Project Revised**

**DUE Tues. Dec. 16 – 12:10-2pm. Due at 2pm.**

## Online Media Survey

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

1. Which best describes your general attitude toward digital technology:
  - a. I run screaming from the room
  - b. I am intrigued but technology hates me (even my toaster)
  - c. I like to dabble, but want to learn more
  - d. I am a full-blown digital geek
  
2. Which of the following do you use PERSONALLY (please circle all that apply)?
  - a. Digital camera
  - b. Digital videocamera
  - c. Digital audio recorder
  - d. Audio editing program
  - f. Video editing program
  - g. Photo editing program
  
3. SHOOTING VIDEO: I would consider myself:
  - a. a novice
  - b. a skilled amateur
  - c. a professional
  - d. an expert
  
4. EDITING VIDEO/AUDIO: I would consider myself:
  - a. a novice
  - b. a skilled amateur
  - c. a professional
  - d. an expert
  
5. WEB : I would consider myself:
  - a. a novice
  - b. a skilled amateur
  - c. a professional
  - d. an expert
  
6. PLATFORM: Mac vs PC:
  - a. I am a devout Mac person
  - b. I love PCs
  - c. I can use both

7. SOFTWARE: Please use an X to show you have some experience with the program and XX to show significant experience:

STILL IMAGES

- Photoshop Elements
- Photoshop
- Fireworks
- Paint Shop Pro
- Illustrator

WEB

- Dreamweaver
- GoLive
- Front Page
- Homesite

VIDEO/SLIDESHOWS

- Adobe Premiere Elements
- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Express
- Final Cut Pro
- Ulead Studio
- Vegas
- Avid
- Windows Movie Maker
- iMovie
- Soundslides

SOUND

- Pro Tools
- Cakewalk
- Garage Band
- Acid Pro
- Audicity
- Soundtrack Pro

ANIMATION

- Flash

WEB PRODUCTION

- Sorenson Squeeze
- Discreet Cleaner
- FTP (WS-FTP, Fetch, Cute-FTP or Firefox FTP) X

8. What have you produced using these tools?

9. What concerns do you have with regards to this class?

10. What would like to get from this class?

11. What journalism experience do you have?

11. What kind of job are you looking for following graduation?

## **First-day Class Assignment**

Define these terms in your own words. Definition can include history. Do not copy and paste. Please bring to the next class and hand it to me as soon as you arrive. Please email me a copy as well.

Browser

Cache

Extension

Flash drive

Home page

Internet

Server

URL

Version

Web page

Web site