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Courses Request Tracking

New Course Form

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ID	Attachment
Delete: 740	JOU 498 Syllabus.docx

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(\*denotes required fields)

1. General Information

- a. \* Submitted by the College of: COMMUNICATION AND INFORMATION Today's Date: 10/23/2012
- b. \* Department/Division: Journalism
- c.
  - \* Contact Person Name: Scoobie Ryan Email: scoobie@amail.uky.edu Phone: 7-4362
  - \* Responsible Faculty ID (if different from Contact) Email: Phone:
- d. \* Requested Effective Date:  Semester following approval OR  Specific Term/Year 1
- e. Should this course be a UK Core Course?  Yes  No
 

If YES, check the areas that apply:

  - Inquiry - Arts & Creativity  Composition & Communications - II
  - Inquiry - Humanities  Quantitative Foundations
  - Inquiry - NaU/Math/Phys Sci  Statistical Inferential Reasoning
  - Inquiry - Social Sciences  U.S. Citizenship, Community, Diversity
  - Composition & Communications - I  Global Dynamics

2. Designation and Description of Proposed Course.

- a. \* Will this course also be offered through Distance Learning?  Yes  No
- b. \* Prefix and Number: JOU 498
- c. \* Full Title: Multimedia Storytelling
- d. Transcript Title (if full title is more than 40 characters): Multimedia Storytelling
- e. To be Cross-Listed <sup>2</sup> with (Prefix and Number): N/A
- f. \* Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>3</sup> for each meeting pattern type.
 

2 Lecture	2 Laboratory <sup>1</sup>	Recitation	Discussion
Indep. Study	Clinical	Colloquium	Practicum
Research	Residency	Seminar	Studio
Other	If Other, Please explain:		
- g. \* Identify a grading system:  Letter (A, B, C, etc.)  Pass/Fail
- h. \* Number of credits: 3
- i. \* Is this course repeatable for additional credit?  Yes  No
 

If YES: Maximum number of credit hours: \_\_\_\_\_

If YES: Will this course allow multiple registrations during the same semester?  Yes  No
- j. \* Course Description for Bulletin:
 

A course designed to provide journalism majors advanced training in reporting and writing articles on current events, public issues, personalities, culture and entertainment on multiple publishing platforms. Students will cultivate a platform-agnostic view of publication as they maintain a daily multimedia news outlet. Lecture, two hours; laboratory, two hours per week
- k. Prerequisites, if any:
 

Print/multimedia students: JOU 301 & JOU 303; JOU 330. Broadcast/multimedia students: JOU 302 & JOU 304; JOU 330
- l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both

3. \* Will this course be taught off campus?  Yes  No

If YES, enter the off campus address: \_\_\_\_\_

**4. Frequency of Course Offering.**

a. \* Course will be offered (check all that apply):  Fall  Spring  Summer  Winter

b. \* Will the course be offered every year?  Yes  No

If No, explain: \_\_\_\_\_

**5. \* Are facilities and personnel necessary for the proposed new course available?**  Yes  No

If No, explain: \_\_\_\_\_

**6. \* What enrollment (per section per semester) may reasonably be expected?**

**7. Anticipated Student Demand.**

a. \* Will this course serve students primarily within the degree program?  Yes  No

b. \* Will it be of interest to a significant number of students outside the degree pgm?  Yes  No

If YES, explain: \_\_\_\_\_

**8. \* Check the category most applicable to this course:**

- Traditional – Offered in Corresponding Departments at Universities Elsewhere  
 Relatively New – Now Being Widely Established  
 Not Yet Found in Many (or Any) Other Universities

**9. Course Relationship to Program(s).**

a. \* Is this course part of a proposed new program?  Yes  No

If YES, name the proposed new program:

Journalism: print/multimedia and broadcast/multimedia

b. \* Will this course be a new requirement<sup>6</sup> for ANY program?  Yes  No

If YES<sup>6</sup>, list affected programs:

Journalism

**10. Information to be Placed on Syllabus.**

a. \* Is the course 400G or 500?  Yes  No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identification of additional assignments by the graduate students, and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

b.  \* The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached.

<sup>11</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>12</sup> The chair of the cross-listing department must sign off on the Signature Routing Log.

<sup>13</sup> In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting generally represents at least two hours per week for a semester for one credit hour. (From SR 5.2.1.)

<sup>14</sup> You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

<sup>15</sup> In order to change a program, a program change form must also be submitted.

Rev 8/09

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JOU 498  
Multimedia Storytelling

**Instructor:** Professor Kakie Urch  
**Office Address:** 49 Grehan Building  
**Email:** [kakieurch@gmail.com](mailto:kakieurch@gmail.com)  
**Cell Phone:** (760)660-0803

**Office hours:** Tuesday 12:30-1:45p.m.; Monday  
11:30-1 p.m. and by appointment

**Course Description:**

A course designed to provide journalism majors advanced training in reporting and writing articles on current events, public issues, personalities, culture and entertainment on multiple publishing platforms. Students will cultivate a platform-agnostic view of publication as they maintain a daily multimedia news outlet. Lecture, two hours; laboratory, two hours per week.

**Prerequisites:**

Print/multimedia students: JOU 301 & JOU 303; JOU 330. Broadcast/multimedia students: JOU 302 & JOU 304; JOU 330.

**Student Learning Outcomes:**

After completing this course, the student will be able to:

1. Report and write news for a variety of platforms: video, image, sound, graphic, text, data visualization, online and social media
2. Use appropriate journalistic storytelling tools, i.e., Soundslides, WordPress, Audacity, Photoshop, Final Cut Pro, to produce the stories for a daily multimedia web site.
3. Identify and distinguish the different roles journalists have in a converged newsroom.

**Course goals or objectives:**

After developing the skills described in student learning outcomes, students will:

- Understand the cycle of a news story in a multimedia environment;
- Apply appropriate ethical standards to changing news gathering techniques;
- Be prepared to apply First Amendment principles to all varieties of multimedia storytelling;
- Tell a compelling story that serves the public interest and democratic principles on a variety of available platforms and venues;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass

communications;

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to multimedia storytelling;
- Write correctly and clearly in forms and styles appropriate for multiple journalistic platforms;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for a multimedia newsroom

**DIVERSITY:** As with any course at the University of Kentucky, we will conduct this class with respect for each individual and with an appreciation of diverse points of view.

We at the UK School of Journalism and Telecommunications believe that it is vitally important to promote a diverse educational environment and society. People of all ages, ethnicities, races, religions, gender orientations, sexual identities, socio-economic circumstances, abilities, talents, occupations, political persuasions, and beliefs have much to share with us, as we have much to share with them. We believe that our lives are fuller, and that our society is stronger and more just, from such diverse and mutually beneficial encounters.

Protecting our diversity is at the very core of our country's ideals, starting with the five freedoms of religion, speech, press, assembly and petition of government, as expressed in Constitution of the United States of America.

#### **Required Materials:**

The Digital Journalist's Handbook by Mark S. Luckie of the 10000words.com site, available on Amazon.

In addition, pdf from Reporter's Guide To Multimedia and tutorials from Knight Digital Media Center Web site will be used extensively. These documents are free. Students will also be directed to the leading How To sites of the industry, including 10000words.com, Mindy McAdams' site, the Poynter site, etc.

#### **Description of Course Activities and Assignments**

##### **Course Assignments**

GRADING SCALE: 90-100% = A; 80-89% = B; 70-79% = C; 60%-69% = D below 59% = E

### **Mid-term Grade**

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>).

### **Final Exam Information**

Date, time and location TBA.

### **Summary Description of Course Assignments**

Students will serve in roles that include Editor of the Day, Archive, Reporter, Assignment Editor and Breaking News Coordinator, all for a live multimedia campus news Web site ([www.bluecoastlive.wordpress.com](http://www.bluecoastlive.wordpress.com)). Duties will include planning assignments and daybooks, running a CMS and attending in-class staff planning meetings, coordinating coverage in text, sound, video, image, slideshow, mapping, coverage budget building, etc.

Additionally, on Sept. 19, the School of Journalism and Telecommunications will participate in a Crisis Simulation with the Lexington Fayette Urban County Government Emergency Management. Ten percent of your grade in this class will be awarded for your participation as part of either a «reporter» or a «public information officer» role in this exercise.

The industry standards of ethics and accuracy will be stressed, along with elements of speed, SEO, site usability and construction. The course will be geared around the developing questions informing the “Future of News” debate, with an emphasis on Web best practices expected by news organizations and media entities. Online news genres including social media, blogging, interactive elements, data mapping, digital records and mobile Web will be introduced and addressed.

#### **Editing CMS Shifts as Editor or Reporter of the Day**

**20 percent** (Skills: CMS, file management, reporting, online editing, newsroom reaction, social media management, usage and style)

#### **Simulation or Reaction Paper**

**10 percent** (Skills: CMS, reporting, photo use, video shoot and edit, graphics, breaking news)

#### **Video edit story**

**10 percent** (Skills: planning, reporting, shooting, editing video)

#### **Sound edit story**

**10 percent** (Skills: planning, reporting, scripting, recording, editing sound)

#### **Real-Time Event Cover**

**15 percent** (Skills: planning, logistics, reporting, scripting, writing, sound, video, image)

edit.)

**Multi-Platform Story**

**15 percent** (Skills: Planning, logistics, reporting, scripting, writing, sound, video, image edit.)

**Web Project Group Portion**

**10 percent** (Skills: Planning, public records, mapping, data, logistics, scripting, writing, sound, video, image edit, social media)

**In-Class Exercises**

**10 percent** (Soundslides, participation and filing of learning blocks to achieve success on assignments above, team membership)

**FINAL EXAM:** The official final exam periods for these TR classes that meet first at 4 p.m. are listed on the Link Blue registrar's academic calendar. THERE IS NO FINAL EXAM IN THIS COURSE.

Mid-term grades will be posted in myUK by Oct. 19.

**Course Policies:**

**Submission of Assignments:**

Assignments will include individual and group projects and lab work outside of class time. One assignment will include attendance at a JAT-sponsored event featuring industry professionals. (Partial listing/schedule attached/others as announced.) Opportunities for integrating class assignments with publication in student and professional media for portfolio inclusion will be emphasized.

**CLASS PARTICIPATION**

Success in the class, like success in the newsroom, information center, pr/ad agency or professional broadcast/film environment, hinges on the participation and preparedness of the individual. Please be prepared and expect to participate/be called on. Peers will complete an evaluation of group work that will be included in class participation.

**Attendance Policy.**

More than three unexcused absences as defined by University of Kentucky policy will result in the lowering of the student's grade in the course.

Please, if you are suffering from flu-like symptoms, alert the instructor in advance by e-mail and get class notes, assignments from colleagues. Do not come to the lab with flu symptoms.

**Excused Absences**

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2

defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

### **Verification of Absences**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

### **Academic Integrity**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

**Please note:** Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

**Accommodations due to disability**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)) for coordination of campus disability services available to students with disabilities.

**JAT PROFESSIONAL TALKS/ACTIVITIES** All students are encouraged to attend the following activities planned by the School of Journalism and Telecommunications. The following events are pre-approved as reaction paper events, though instructor permission will be granted for any event/speaker that fits our broad topic.

**REACTION PAPER: PRE-APPROVED JAT TALKS AND ACTIVITIES :**

**Sept. (third week)** Talks connected with «The Year of Russia» by visiting Russian professor.



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**Courses** | **Request Tracking**

**eCATS Request Tracking**

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Course/ Prog ID	Display Form	Course/ Program	Request Type	College	Date
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Details of Course/Program ID(JOU 498)

WORKITEMID	Workflow Status	Date	Time
000010778502	Department Received	2012-09-04	15:28 PM
000010778503	Department Approved	2012-09-04	15:36 PM
000010778506	Received by College	2012-09-04	15:36 PM
000010778509	Approved by College	2012-09-05	13:49 PM
000010783408	Received by USC	2012-09-05	13:48 PM
000010783410	Approved by USC	2012-10-10	15:44 PM
000011089683	Received by Senate Council	2012-10-18	15:44 PM

JOU 531	Display Form	Course	Change	COMMUNICATION AND INFORMATION	
JOU COM	Display Form	Course	Change	COMMUNICATION AND INFORMATION	
JOU DESIGN	Display Form	Course	Change	COMMUNICATION AND INFORMATION	
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