This course builds on the narrative and technical skills you learned in Introduction to Multimedia Storytelling. You will create a website focused on a self-selected niche topic and produce multimedia content using a variety of different formats, including text, audio, video, and alternative story forms. You will also develop a writing and visual style for your site and use social media tools to encourage and measure audience engagement. For your final project, you will produce a capstone multimedia project, selecting the most appropriate story format for your site. By the end of the semester, you will have a branded multimedia website you can continue to develop and offer as a portfolio piece when applying for jobs and internships.

This course contributes to these learning outcomes by helping you develop the abilities to access, analyze, evaluate, and create media messages across multiple media domains and to communicate effectively with the highest, professionally-accepted standards in all work.

Achieving these outcomes means:

- You will learn how to create and disseminate media messages in various forms.
- You will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.
SMJC LEARNING OBJECTIVES (CONTINUED)

- You will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
- You will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.
- You will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

COURSE OBJECTIVES

In addition to the SJMC Learning Outcomes identified above, I have identified the following learning outcomes that every student should obtain by the time he or she finishes the semester:

- You will improve upon the narrative and technical skills learned in Introduction to Multimedia Storytelling.
- You will demonstrate topical expertise by producing a variety of stories on a single topic.
- You will demonstrate proficiency at creating and promoting a brand through intentional content creation and audience engagement.

REQUIRED TEXTS

There is no required text for this course. You can find course readings from the supplied links or in PDF form on ICON.

REQUIRED MATERIALS

You are required to own and bring to class an external hard drive. I recommend a 320 GB or larger drive with FireWire 800 and/or USB 3.0 interface. You can find suitable drives at any office or electronics store/site. I also recommend you purchase one or more SD cards to use with the digital audio recorders and digital cameras. The SD card(s) must be “Class 10” to handle video on our cameras.

COURSE POLICIES

ATTENDANCE: Attendance and participation are very important in this course. You are expected to attend every class period, arriving on time and staying until class is dismissed. Attendance is required during in-class work sessions, unless you are explicitly given permission to work outside of the classroom.

You are allowed 3 missed classes without penalty. Consider the three misses built into the class as “paid time off” just like you will encounter in a real job. Plan accordingly. It is not such that you get three misses and then some excused. You can miss three for ANY reason including:

- You are sick
- Your grandparent died
• You don’t feel like coming to class
• You have a job interview
• Basically, any excuse you are not coming to class that you are choosing not to come to class to spend your time otherwise

At the same time it is understood that there are times when it is unavoidable such as you have a medical condition, hospitalized, suffer a trauma, religious observances, or have University-excused athletic events. However, I don’t know unless you tell me. It is better to tell me as soon as possible or beforehand.

After you miss 3 total classes, EACH ADDITIONAL CLASS MISSED WILL RESULT IN ONE-THIRD LETTER GRADE REDUCTION FROM YOUR FINAL GRADE. (A becomes A-, A- becomes B+, B becomes B-, and so on.)

MISSING 7 CLASSES IS AN AUTOMATIC FAILURE. This is about 25% of the class.

PUNCTUALITY: The start time of the class is when the instructor expects to begin the material or exercises for the class. You should be present and ready by this time. Arriving late is disruptive to the class and instructor. As such, 3 times marked late (coming in after the instructor has begun to speak) will result in one absence. Coming in 30 minutes late will count as an absence, as most instruction is in the beginning of class.

ORIGINAL WORK: Everything you submit for credit must be original content produced for this course. If you have a relevant job or internship and you want to use content produced in this course for those purposes, you must speak with me in advance to request permission and work out arrangements. You cannot simply repurpose or repost content you have produced for another course or venue. Doing so is considered academic misconduct.

ACADEMIC MISCONDUCT: Academic misconduct occurs when you (intentionally or unintentionally) present someone else’s words or ideas as your own. According to the University of Iowa Academic Policies, academic misconduct includes, but is not limited to:

• Presenting ideas from sources that you do not credit
• Using direct quotations without quotation marks and/or without crediting the source
• Paraphrasing information and ideas from sources without crediting the source
• Failing to provide adequate citations for material obtained through electronic research
• Submitting material created/written by someone else as one’s own, including purchased research papers, artistic works, photography, and electronic media.
You will be graded on your participation in class, multimedia exercises, content posted to your niche site, and efforts to engage with your audience. Grading of assignments in this course is designed to correspond with the ways in which online media workers are assessed.

You will also have five short quizzes throughout the semester. These quizzes will cover assigned readings, exemplars, and material discussed in class. Readings and exemplars are due the day they are listed on the syllabus and, thus, are fair game for quizzes given on that day. You must be in class on time to take the quiz.

Specifics details and requirements for each assignment will be provided during the semester. There are a total of 500 points possible.

**IN-CLASS WORK AND PARTICIPATION (100 POINTS):**
- Quizzes (5 @ 5 pts each): 25 pts
- Attendance / Participation: 50 pts
- Audio Exercise (Theme Music): 15 pts
- Video Exercise (Video Introduction): 20 pts

**NICHE SITE (175 POINTS):**
- Launch kit: 75 pts
- Weekly blog posts (10 @ 5 pts each): 50 pts
- Site promotion: 50 pts

**MULTIMEDIA STORIES (225 POINTS):**
- Alternative story form: 25 pts
- Digital audio: 50 pts
- Digital video: 50 pts
- Final project: 100 pts

**Percent to Letter Grade Conversion**

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THE COLLEGE OF LIBERAL ARTS AND SCIENCES:
IMPORTANT POLICIES AND PROCEDURES

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf)

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.

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Stay up-to-date on deadlines, events, scholarships, internships, alumni & more!

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