COURSE DESCRIPTION

APPLIED DIGITAL AND SOCIAL MEDIA
JMC:3620:0001

MONDAY/WEDNESDAY 3:30–4:45 P.M. W336 AJB

Instructor: Jeff Browne, jeffrey-browne@uiowa.edu, W113 AJB

Office Hours: Monday, Tuesday, Wednesday, Thursday Noon – 1:45 p.m., and by appointment

DEO: Dr. David Ryfe, david-ryfe@uiowa.edu, E305B Adler Journalism Building

Course Description: 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.

SJMC Learning Outcomes: The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you develop your ability 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.
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 the 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.

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 purposeful content creation and audience engagement.

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

Technology: You are required to own and bring to class an external hard drive. I recommend a 320 GB or larger drive with FireWire 800 or USB 3.0 interface. You can find suitable drives at any office or electronics store (here’s a good one from Amazon). 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 (here’s on that would work).

ASSIGNMENTS / GRADING

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.

Quizzes: You will 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. Any quizzes submitted from outside the classroom will receive a 0.
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 (110 POINTS):**

- Quizzes (5 @ 5 points each): 25 points
- Attendance / Participation: 60 points
- Audio Exercise (Theme Music): 10 points
- Video Exercise (Video Introduction): 15 points

**NICHE SITE (240 POINTS):**

- Proposal: 15 points
- Launch kit: 75 points
  - Part 1: 40 points
  - Part 2: 35 points
- Weekly blog posts (10 @ 10 points each): 100 points
- Site promotion: 50 points

**MULTIMEDIA STORIES (250 POINTS):**

- Alternative story form: 25 points
- Digital audio: 50 points
- Digital video: 75 points
- Final project: 100 points

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