JOU 4341 – SENIOR MULTIMEDIA PROJECT – SUMMER B 2017 • 3 UNITS

Prof. Dan Evans • daevans@fiu.edu • (213) 321-3661 • Ofc: AC2 303

Class meets: Tues/Thurs 9 am – 1 pm @ AC2 242
Ofc Hrs: By appointment

CATALOG DESCRIPTION
Conceptualizing and production of an online publication, including layout, photography, streaming video and audio. The project to be delivered in 3 different formats – print, television and on-line.

PURPOSE
Students will be building a website – a sub-URL of SFNS.online – from the ground up. They will work as editors, producers, photographers, videographers and social media managers. As this is one of the final classes taken at FIU – if not the actual last class – it will test what you have learned during your collegiate career.

I will be treating this like a newsroom – and you as professionals. This means I will be giving you wide latitude inside and outside of class to complete your assignments. As such, this means I am only concerned about three things: That you make deadline, that your pieces are of the highest quality and that you conduct yourself in a professional and ethical manner.

OBJECTIVES
During your career at FIU, you have amassed a great deal of practical and theoretical knowledge, from building a website to the history of journalism to effective interviewing techniques. However, one of the missing components is understanding how to find and use public records. This course is an attempt to bridge that gap.

By the end of this course, students will have produced a website that will provide a primer for the gathering and use of public records on the local, state and federal level. The intent is to have the site live on past the end of this course and be a resource for FIU students and the general public.

METHOD & COURSE STRUCTURE
We will be running this course like a newsroom. Though I will be functioning as editor, some students in the class will serve in management roles. This will include a managing editor, city editor, video/photo editor as well as a web/copy editor.

All other students will be working in pairs as videographers, photographers and reporters. During the course of this short, six-week semester, these students will be tasked with producing two complete reports on a public record topic that includes a text explainer piece. In addition, these pieces must have one of the following elements:

- Video piece (no more than two minutes)
- Photo essay (seven to 15 images)
- Audio piece (no more than five minutes)
- Web visualization (e.g., infogr.am or similar)
- Interactive (e.g., Storymap, JS Timeline, etc.)

Editors will be responsible for: enforcing deadlines, ensuring quality (including making sure all piece requirements have been met) as well as copyediting the site for grammatical and AP errors. In addition, editors will collectively be responsible for:

- Designing the website to provided specifications
- Writing the introductory/overarching explainer materials
- Filling out the "About Us" section
- Posting to the SFNS Facebook, Twitter and Instagram account

ASSESSMENT & GRADING STRUCTURE
Everyone in the class will receive the same grade for the two projects, based on my assessment of the overall quality, usefulness and adherence to the project requirements.

I also will be giving a grade to each team – as well as the editors individually – based on my assessment of these teams' efforts.

The third aspect of the assessment will be a peer review. Following each project, each student will fill out an assessment of everyone they worked with. This includes team members and editors. As this is part of your grade, I expect you to be honest with one another. If someone has been shirking their work, this is where you let me know.

In addition, I reserve the right to adjust an individual student's grade upward – or downward – based on effort, attitude and overall fairness. For instance, if a student's grade has suffered because of an inattentive or indifferent teammate, I would bump up the grade of that person and lower the grade of the slacker teammate.

Finally, as this is the senior capstone, our work will be reviewed by journalism professors and professionals. It is in your best interest, both academically and professionally to do your best. This can be a website you can attach to your resumes and may very well give you a leg up in the job market.

REQUIRED TEXTS & COURSE COSTS

You must have access to the **AP Stylebook** at all time, whether in class or outside. You can purchase the bound edition or get the smartphone app. Either are fine.

In addition, please note that not all public records are free. This means you may have to spend some money in order to get your desired materials, and should expect to have to do so. However, your costs will be limited to $50 for the semester.

GRADING GRITERIA

Traditional grades and grade point averages are assigned as follows:

"A" (90-100%) pieces are accurate, clear, comprehensive stories that are well written and require only minor editing.

"B" (80-89%) pieces require more than minor editing, and have a few style or minor spelling errors or an error of omission.

"C" (70-79%) pieces need considerable editing or rewriting and/or have many minor spelling and style errors.

"D" (60-69%) pieces require excessive editing or rewriting; have numerous minor spelling and style errors, and should not have been submitted.

"F" (0-59%) pieces that have all of the above problems, have missed deadline, at least one proper name misspelled, and/or one factual error.

The final course grade will use percentages as above, with the addition of high/low letter grades (e.g. A-; B+; C, etc.). Ask if you would like specific percentage data. Please note that CARTA no longer awards grades of C-, D+ or D-.

Your copy should not contain any errors in spelling, style, grammar and facts. There should not be any omissions, either. In fact, any misspelled proper noun (even if it's due to a typographical error) or any inaccuracy will result in a full-grade markdown. A factual error will also result in a full-grade markdown.

Accuracy is the first law of journalism. Professional journalists are expected to get their facts right, to spell and punctuate correctly, and to respect grammar and syntax. In case of doubt, check your facts, consult the AP Stylebook or a dictionary. It only takes a minute or two to avoid mistakes.

Typing skills are essential in this course. You must be able to use a computer, type fast, and use Word. When working on a computer, save often, make a back-up copy of your work, and print it out at various stages of the writing process. Always keep a

hard copy for yourself. Claims that "the computer lost it" will not be accepted as an excuse.

In addition: this is a professional degree program. As such, students are expected to deal with each other and with their instructors in a collegial manner. That means you should immediately talk to your instructor if you have any concerns about the course, grading, fellow students, the length of time it takes to get back graded assignments, etc.

And, for purposes of this class, you are a bona fide member of the working press. You should expect to be treated with all of the normal courtesies and privileges afforded to the news media. In return, you are expected to represent the profession in a dignified and appropriate manner. If you do not take yourself seriously, be advised that no one else will.

ASSIGNMENTS & GRADING PERCENTAGES

First Project – Overall Grade	15%
First Project – Individual/Team Grade	15%
First Project – Peer Assessment	10%
Second Project – Overall Grade	25%
Second Project – Individual/Team Grade	25%
Second Project – Peer Assessment	10%
TOTAL	**100%**

ACADEMIC HONESTY

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation.

Academic integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student that violates this concept of academic integrity shall be defined as academic misconduct and shall be subject to the procedures and penalties set forth herein.

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University.

All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes:

Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not.

Plagiarism – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, is responsible for plagiarism.

Fabrication – The quoting or use of sources that do not exist, or stating that a reporter attended an event when he or she did not do so. This is one of the biggest crimes in journalism, and one that will lead to automatic failure in the class and possible expulsion from the university.

COURSE SCHEDULE: A WEEKLY BREAKDOWN

Important note to students: Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

	Attendance	Activities	Deliverable/ Due Dates
June 20 Tuesday	**Reporters & Editors:** Attendance mandatory	**Classwork:** - Appointment of editors - Explanation of website - Review assessment methods - Assign topics for first project - Sign out of equipment	**Editors:** Wireframe of website due June 22 @ 9 am **Reporters:** "About Us" bio and photo due to editors by June 22 @ 9 am **Reporters:** Budget line for Project One due June 22 @ 9 am
June 22 Thursday	**Reporters:** Class attendance optional, work on pieces. **However, you MUST be available for editors' questions between 9 am and 1 pm.** **Editors:** Class attendance mandatory, work on website launch and Project One budget	**Classwork:** - Presentation of wireframe - Uploading and prep for launch of website - Creation of introductory material and filling out the "About Us" section	**Editors:** Fully vetted and prepped budget due to Prof. Evans at June 22 @ 1 pm

June 27 Tuesday	**Reporters & Editors:** No formal class meeting – work on projects on campus or in the field		**Editors:** Introductory materials and "About Us" section due June 29 @ 9 am **Reporters:** Draft of Project One due to editors June 29 @ 9 am
June 29 Thursday	**Reporters & Editors:** Attendance mandatory	**Classwork**: - Presentation of website - Formal launch - Reporters/Editors work on Project One	
July 4 Tuesday **NO CLASS**			**Reporters:** Final version of Project One due to editors July 5 @ 1 pm **Reporters:** Budget lines for Project Two due to editors July 5 @ 1 pm

July 6 Thursday	**Editors:** Attendance mandatory **Reporters:** Attendance mandatory if requested by editor(s). **However, you MUST be available for editors' questions between 9 am and 1 pm.**	**Classwork:** - Production of Project One - Creation of budget for Project Two	**Editors:** Project One must be completely online by July 6 @ 1 pm **Editors:** Project Two budget due to Prof. Evans by July 6 @ 1 pm
July 11 Tuesday	**Reporters & Editors:** Attendance mandatory	**Classwork:** - Review Project One - Fill out Peer Assessments - One-on-one meetings (as necessary) - Discuss Project Two	
July 13 Thursday	**Reporters & Editors:** No formal class meeting – work on projects on campus or in the field		**Reporters:** Draft of Project One due to editors July 18 @ 9 am
July 18 Tuesday	**Reporters & Editors:** Attendance mandatory	**Classwork:** - Reporters/Editors work on Project Two	

July 20 Thursday	**Reporters & Editors:** No formal class meeting – work on projects on campus or in the field		**Reporters:** Final version of Project Two due to editors July 24 @ 1 pm
July 25 Tuesday	**Editors:** Attendance mandatory **Reporters:** Attendance mandatory if requested by editor(s). **However, you MUST be available for editors' questions between 9 am and 1 pm.**	**Classwork:** - Production of Project Two - Choosing who will represent us during professional assessment	**Editors:** Project Two must be completely online by July 25 @ 1 pm
July 27 Thursday	**Reporters & Editors:** Attendance mandatory	**Classwork:** - Review Project One - Fill out Peer Assessments - Professional assessment - Equipment sign-in	