

I. CATALOG INFORMATIONA. Discipline: JOURNALISMB. Subject Code and Number: JOUR M15C. Course Title: Digital Storytelling

D. Credit Course units:

Units: 3Lecture Hours per week: 2Lab Hours per week : 3Variable Units : No

E. Student Learning Hours:

Lecture Hours:

Classroom hours: 35 - 35

Laboratory/Activity Hours:

Laboratory/Activity Hours 52.5 - 52.5**Total Combined Hours** in a 17.5 week term: 87.5 - 87.5

F. Non-Credit Course hours per week _____

G. May be taken a total of: 1 2 3 4 time(s) for creditH. Is the course co-designated (same as) another course: No Yes

If YES, designate course Subject Code & Number: _____

I. Course Description:

Introduces multimedia storytelling and communications with a journalism emphasis. Explores such techniques as the use of video, photos, audio and text to convey interactive news, stories, and messages through various media via the Internet. Cultivates skills in interviewing, sourcing and information gathering using photographic, audio and video recording equipment. Develops skills in story planning, scriptwriting and assembling using digital editing software.

J. Entrance Skills

*Prerequisite: No Yes Course(s)

*Corequisite: No Yes Course(s)

Limitation on Enrollment: No Yes

Recommended Preparation: No Yes Course(s)

Other: No Yes

K. Other Catalog Information:

Field reporting: students report, interview and research in the field. Students who are unable to negotiate some assignments should contact the instructor for personalized arrangements for interviews on campus or near student's residence.

II. COURSE OBJECTIVES

Upon successful completion of the course, a student will be able to:

		Methods of evaluation will be consistent with, but not limited by, the following types or examples.
1	evaluate and apply journalistic standards in ethics, accuracy and balance to write and produce stories for the web.	Reporting assignments/projects across multiple platforms Quizzes Group/Peer discussion Exams
2	conceive, report, and produce multimedia packages that include audio, video and other media for the web in journalistic form.	Reporting assignments/projects across multiple platforms Quizzes Critiques/Peer critiques Professional protocols (meeting deadlines, attendance, adherence to ethics) Exams
3	shoot, capture, and edit audio and video for use in journalistic style stories for the web that meet professional publication standards.	Reporting assignments/projects across multiple platforms Quizzes Critiques/Peer critiques Exams
4	assess digital storytelling strategies knowing when and how to use traditional print, audio, video, multimedia, other visual and social media.	Reporting assignments/projects across multiple platforms Quizzes Group/Peer discussion Exams
5	construct news stories through blog and social media posts.	Reporting assignments/projects across multiple platforms Quizzes Group/Peer discussion

		Exams
6	evaluate and apply media law to works created with strong emphasis on copyright law.	Quizzes Group/Peer discussion Writing assignment Exams
7	evaluate and apply storytelling techniques through writing scripts, storyboarding, and producing multimedia packages.	Reporting assignments/projects across multiple platforms Quizzes Critiques/Peer critiques Group/Peer discussion Writing assignment Exams
8	develop digital research strategies.	Reporting assignments/projects across multiple platforms

III. COURSE CONTENT

Estimated %	Topic	Learning Outcomes
Lecture (must total 100%)		
20.00%	Storytelling techniques/writing	1, 2, 3, 4, 5, 7, 8
20.00%	Record video/audio for storytelling	1, 2, 3, 4, 8
20.00%	Video and audio editing	1, 2, 3, 4
20.00%	Create photo slideshow stories	2, 3, 4, 5, 6, 7, 8
10.00%	Interactive social media/blogging	1, 2, 3, 4, 5, 7, 8
5.00%	Visual communication theory	1, 2, 4, 5, 7, 8
5.00%	Media ethics and media law, including copyright	1, 6, 8
Lab (must total 100%)		
20.00%	Information gathering, including interviewing, shooting and recording	1, 2, 3, 5, 7, 8
20.00%	Techniques in capturing audio and video, including microphone use, and lighting	1, 2, 3, 7
30.00%	Editing audio and video to produce publication-quality stories and projects	1, 2, 3, 4, 5, 6, 7
10.00%	Planning the information collection process through storyboarding	4, 5, 7

20.00%	Publishing ideas and content on news and social media platforms and other user-generated content sites.	5, 7, 8
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IV. TYPICAL ASSIGNMENTS

A. Writing assignments

Writing assignments are required. Possible assignments may include, but are not limited to:	
1	conceive and write the script and storyboard for a video profile package.
2	write the script for a news story using the techniques of stand-up, voice over with B-roll and A-roll interview.

B. Appropriate outside assignments

Appropriate outside assignments are required. Possible assignments may include, but are not limited to:	
1	record interviews and necessary raw footage for stories.
2	report and gather information for stories and final project.
3	cover campus or community events, meetings, and speakers.

C. Critical thinking assignments

Critical thinking assignments are required. Possible assignments may include, but are not limited to:	
1	analyze and critically evaluate stories told in different media and explain whether the appropriate medium was used to tell that particular story, and why.
2	translate a print story into an infographic.

V. METHODS OF INSTRUCTION

Methods of instruction may include, but are not limited to:

Distance Education – When any portion of class contact hours is replaced by distance education delivery mode (Complete DE Addendum, Section XV)

Lecture/Discussion

Laboratory/Activity

Other (Specify)

Lecture on theory and practical application, discussion, demonstration and instruction in technique, instructor and group critique of project submission

Optional Field Trips

Required Field Trips

VI. METHODS OF EVALUATION

Methods of evaluation may include, but are not limited to:

Essay Exam

Classroom Discussion

Skill Demonstration

- | | | |
|---|---|---|
| <input type="checkbox"/> Problem Solving Exam | <input checked="" type="checkbox"/> Reports/Papers/Journals | <input checked="" type="checkbox"/> Participation |
| <input checked="" type="checkbox"/> Objective Exams | <input checked="" type="checkbox"/> Projects | <input checked="" type="checkbox"/> Other (specify) |

Critique of project submissions and revisions at preset milestones, with final capstone project submission at conclusion.

VII. REPRESENTATIVE TEXTS AND OTHER COURSE MATERIALS

Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing. 3rd ed. CQ, 2015.

Ward, Mike. Journalism Online. Focal, 2002.

Luckie, Mark S. The Digital Journalist's Handbook. CreateSpace, 2012.

Thornburg, Ryan M. Producing Online News: Digital Skills, Stronger Stories. Rev. ed. CQ, 2011.

Open Educational Resources: Pew Research Center - journalism & media

VIII. STUDENT MATERIALS FEES

- No Yes

IX. PARALLEL COURSES

<i>College</i>	<i>Course Number</i>	<i>Course Title</i>	<i>Units</i>
Cerritos College	JOUR 121	Multimedia Reporting	3
San Francisco State University	JOUR 225 and 226	Digital Skills for News and Digital News Gathering	1 and 3
City College of San Francisco	JOUR 35	Internet Journalism	3
Berkeley City College	MMART 113	Digital Storytelling	3
Santa Rosa Junior College	JOUR 55	Multimedia Reporting	3
CSU San Bernardino	COMM 243C	Video Production for Journalism	3

X. MINIMUM QUALIFICATIONS

Courses Requiring a Masters Degree:
 Master's in journalism or communication with a specialization in journalism OR Bachelor's in either of the above AND Master's in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent.

XI. ARTICULATION INFORMATION

A. Title V Course Classification:

1. This course is designed to be taken either:

- Pass/No Pass only (no letter grade possible); or
 Letter grade (P/NP possible at student option)

2. Degree status:

Either Associate Degree Applicable; or Non-associate Degree Applicable

B. Moorpark College General Education:

1. Do you recommend this course for inclusion on the Associate Degree General Education list?

Yes: No: If YES, what section(s)?

- A1 - Natural Sciences - Biological Science
- A2 - Natural Sciences - Physical Science
- B1 - Social and Behavioral Sciences - American History/Institutions
- B2 - Social and Behavioral Sciences - Other Social Behavioral Science
- C1 - Humanities - Fine or Performing Arts
- C2 - Humanities - Other Humanities
- D1 - Language and Rationality - English Composition
- D2 - Language and Rationality - Communication and Analytical Thinking
- E1 - Health/Physical Education
- E2 - PE or Dance
- F - Ethnic/Gender Studies

C. California State University(CSU) Articulation:

1. Do you recommend this course for transfer credit to CSU? Yes: No:

2. If YES do you recommend this course for inclusion on the CSU General Education list?

Yes: No: If YES, which area(s)?

- | | | | | | | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|
| A1 <input type="checkbox"/> | A2 <input type="checkbox"/> | A3 <input type="checkbox"/> | B1 <input type="checkbox"/> | B2 <input type="checkbox"/> | B3 <input type="checkbox"/> | B4 <input type="checkbox"/> |
| C1 <input type="checkbox"/> | C2 <input type="checkbox"/> | D1 <input type="checkbox"/> | D2 <input type="checkbox"/> | D3 <input type="checkbox"/> | D4 <input type="checkbox"/> | D5 <input type="checkbox"/> |
| D6 <input type="checkbox"/> | D7 <input type="checkbox"/> | D8 <input type="checkbox"/> | D9 <input type="checkbox"/> | D10 <input type="checkbox"/> | E <input type="checkbox"/> | |

D. University of California (UC) Articulation:

1. Do you recommend this course for transfer to the UC? Yes: No:

2. If YES do you recommend this course for the Intersegmental General Education Transfer Curriculum (IGETC)? Yes: No:

IGETC Area 1: English Communication

- English Composition
- Critical Thinking-English Composition
- Oral Communication

IGETC Area 2: Mathematical Concepts and Quantitative Reasoning

- Mathematical Concepts

IGETC Area 3: Arts and Humanities

- Arts
- Humanities

IGETC Area 4: Social and Behavioral Sciences

- Anthropology and Archaeology
- Economics
- Ethnic Studies
- Gender Studies
- Geography
- History
- Interdisciplinary, Social & Behavioral Sciences
- Political Science, Government & Legal Institutions
- Psychology
- Sociology & Criminology

IGETC Area 5: Physical and Biological Sciences (mark all that apply)

- Physical Science Lab or Physical Science Lab only (non-sequence)
- Physical Science Lecture only (non-sequence)
- Biological Science
- Physical Science Courses
- Physical Science Lab or Biological Science Lab Only (non-sequence)
- Biological Science Courses
- Biological Science Lab course
- First Science course in a Special sequence
- Second Science course in a Special Sequence
- Laboratory Activity
- Physical Sciences

IGETC Area 6: Language other than English

- Languages other than English (UC Requirement Only)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)

XII. REVIEW OF LIBRARY RESOURCES

- A. What planned assignment(s) will require library resources and use?

The following assignments require library resources:

Assignments in reporting and producing stories that may require the use of the Library's print and online resources both for background and current

information.

- B. Are the currently held library resources sufficient to support the course assignment?

YES: NO:

If NO, please list additional library resources needed to support this course.

XIII. PREREQUISITE AND/OR COREQUISITE JUSTIFICATION

JOUR M15: Not Applicable

XIV. WORKPLACE PREPARATION

Required for career technical courses only. A career technical course/program is one with the primary goal to prepare students for employment immediately upon course/program completion, and/or upgrading employment skills.

Detail how the course meets the Secretary of Labors Commission on the Achievement of Necessary Skills (SCANS) areas. (For a description of the competencies and skills with a listing of what students should be able to do, go to:

<http://www.ncrel.org/sdrs/areas/issues/methods/assment/as7scans.htm>)

The course will address the SCANS competency areas:

1. Resources: the students will gather, interpret, analyze and synthesize complex information into interesting, relevant stories in journalistic style for publication in multiple media for print and online.
2. Interpersonal: the students will address and interview people in positions of authority and conduct themselves professionally.
3. Information: the students will gather information from multiple sources; and interpret, analyze and synthesize complex information into interesting, relevant stories in journalistic style for publication in multiple media for print and online.
4. Systems: the students will gather, interpret, analyze and synthesize complex information and submit in story form to digital media editor.
5. Technology: the students will use computers, video/audio equipment, and the Internet to access information and produce content for the student news media online and in print.

The course also addresses the SCANS skills and personal qualities:

1. Basic Skills: the students will gather, interpret, analyze and synthesize complex information into interesting, relevant stories in journalistic style for publication in multiple media for print and online.
2. Thinking Skills: the students will critically evaluate the value, ethics and fairness of content.
3. Personal Qualities: the students will address and interview people in positions of authority, and conduct themselves professionally.

XV. DISTANCE LEARNING COURSE OUTLINE ADDENDUM

1. Mode of Delivery

- Online (course will be delivered 100% online)
- Online with onsite examinations (100% of the instruction will occur online, but examinations and an orientation will be scheduled onsite)
- Online/Hybrid (a percentage of instruction will be held online and the remaining percentage of instruction will be held onsite)
 - Lab activities will be conducted onsite
- Televideo (Examinations and an orientation will be held onsite)
- Teleconference
- Other

2. Need/Justification

Improve general student access.

3. Describe how instructors teaching this course will ensure regular, effective contact with and among students.

Instructors will conduct online synchronous and asynchronous lecture, including the use of video lecture to demonstrate techniques. Instructor will also participate in discussion and assignments, holding regular office hours and interacting through email and chat.

4. Describe how instructors teaching this course will involve students in active learning.

Instructor will involve students in active learning through lecture, projects, feedback and critique of projects and frequent student interaction through discussion, email and chat.

5. Explain how instructors teaching this course will provide multiple methods of content representation.

Content will be represented in lecture that includes text, voice and video to reach students through multiple modalities. In addition, discussion will be conducted using both text and voice.

6. Describe how instructors teaching this course will evaluate student performance.

Instructor will evaluate performance based on student submission of projects at various milestones, re-submission with revision, and submission of capstone projects.

XVI. GENERAL EDUCATION COURSE OUTLINE ADDENDUM

JOUR M15: Not Applicable

XVII. STUDENT MATERIALS FEE ADDENDUM

JOUR M15: Not Applicable

XVIII. REPEATABILITY JUSTIFICATION TITLE 5, SECTION 55041

JOUR M15: Not Applicable

XIX. CURRICULUM APPROVAL

Course Information:

Discipline: JOURNALISM

Discipline Code and Number: JOUR M15

Course Revision Category: Outline Update

Course Proposed By:

Originating Faculty _____

Faculty Peer: _____

Curriculum Rep: _____

Department Chair: _____

Division Dean: _____

Approved By:

Curriculum Chair: _____

Executive Vice President: _____

Articulation Officer: _____

Librarian: _____

Implementation Term and Year: Fall 2017

Approval Dates:

Approved by Moorpark College Curriculum Committee: 05/02/2017

Approved by Board of Trustees (if applicable): _____

Approved by State (if applicable): 01/29/2019