Digital Reporting Syllabus

Michigan State University
Digital Reporting
Jrn 491: (1-3) credits
Friday, April 21: (2:30-4:30pm)
Monday, May 8 – Friday, May 12: (9-4:30pm)
Rm 239
Spring 2006

Instructors:

Dr. Jane Briggs-Bunting             Bonnie Boqueroux
Office: 305                          Office: 360
Phone: 5-1520                        Phone: 2-1572
Email: jbb@msu.edu                  Email: bucquero@msu.edu

Darcy Greene                         Serena Carpenter
Office: 356                          Office: 301
Phone: 3-7151                        Phone: 862-0959
Email: greened@msu.edu               Email: carp@msu.edu

Prerequisites:
Jrn 300 or Jrn 306

Course Objectives: Jrn 491 extends what you have learned in print and broadcast journalism courses to the online environment. A principal objective is to expose you to various types of storytelling styles, trends in digital reporting, and hands-on learning. Television reporting differs from storytelling with video online. Newspaper storytelling differs from online text. This class goes beyond convergence and illuminates how bloggers, podcasts and cellphone technology are affecting journalism. The purpose of this class to expose you to different technology, not to make you experts, in hopes of encouraging you to think differently about storytelling.

Required Text:

- You must pitch 5 story ideas to Monday’s class
- You must also critique the strengths and weaknesses of 5 news Web sites
- All chapters must be read before the start of class.

Chp. 1 What is convergence and how will it affect my life?
Chp. 2 Multi-media Assignment Editor and Producer
Chp. 3 Words – Foundation of Journalism
Chp. 4 Broadcast Writing and Speaking
Chp. 5 Writing for the Web
Chp. 7 Digital Still Photography
Chp. 8 Digital Video Photography
Chp. 10 Multi-media journalism – putting it all together
Chp. 12 Where do we go from here? Possibilities in a convergent future.

**Required Supplies:**
- 2 Mini DV Tapes
- Headphones

**Attendance Policy:** Since this is a one week course, attendance is mandatory. There will be no unexcused absences from class. Tardiness will also not be allowed. Failure to attend class or lateness can result in failure.

**Grading:** The grade given in this class is based on a 4.0 scale based upon participation in the class, practices exercises, your blog and the final team project. A late assignment will result in a 0.0 grade.

**Camera Reservations:** All equipment is checked out from the School of Journalism. It is your responsibility to ensure that you check out all of the necessary equipment for your story. You must check out a lav microphone, battery, tripod and camera when you check out your camera. Please report any problems with equipment to the Digital Reporting instructors immediately.

**Disability Policy:** Students with disabilities should contact the Resource Center for People with Disabilities to develop reasonable accommodations. For an appointment with a counselor, call 353-9642 (voice) or 355-1293 (ITY). Web site address is http://www.rcpd.msu.edu/Home/

**Food/Drink Policy:** There is no drinking or eating in the classroom.

**Academic Honesty:** Plagiarism means the appropriation of another person’s ideas, processes, results or words without giving proper credit. Article 2.3.3 of the Academic Freedom Report states that “the student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards.” In additions, the School of Journalism adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades, and in all-University Policy on Integrity of Scholarship and Grades, which are included in Spartan Life: Student and Handbook and Resource Guide.
Course Outline
Friday April 21
Introductions
Blogging
Newswriting Exercise
Defining Digital Reporting
Syllabus – 5 Story Ideas
Who’s Your Audience

Monday May 8 (9-12)
Storytelling Examples
Writing Across Media – Convergence of print and broadcast
Online Writing
Writing Exercise
Final and Blogging Assignment
Turn in 5 story ideas

(1:30-4:30)
Pitch Story Ideas
Shooting Digital Photos
Digital Camera
Photoshop
Caring for your laptop, Checkout Procedures
Team Selection

Tuesday May 9 (9-12)
Broadcast Writing or Print Writing
Shooting Video for Broadcast and Online
Shooting Exercise or Internet Information Grabs
Capturing Video

(1:30-4:30)
On camera skills with webcam
On camera skills exercise
Interviewing for broadcast or print

Wednesday May 10 (9-12)
Dreamweaver – Hyperlinking, Timelines, Maps, etc.
Class Server
Web Server

(1:30-4:30)
Visual Communicator
Editing
Sorenson
Thursday May 11, (9-12)
Team in-class session

(1:30-4:30)
Team Session Group Project

Friday May 12, (9-12)
Team Group Projects

(1:30-4:30)
Team final assignment updates
SWOT analysis (strengths, weaknesses, opportunities, threats)
Citizen Journalists
Podcasts
Cellphones
Ethics
Wrap-up

(Dates are estimates and are subject to change)

Final Project, Due Friday May 19 by 5p.m.
The final assignment will focus on one approved story package. Your team should be able to tell the story via different media. Thus, the story must possess depth, visuals and a human element. At a minimum, the assignment will require you to use text, hyperlinks, photographs, graphics and video segments. We encourage you to engage your audience beyond the minimum requirements, and employ citizen or reporter blogs, cellphone technology, timelines, infographics, photoessays, etc…. The story angle must be conducive to the technology you utilize.