

**Loyola University Chicago**  
**Fall 2014**  
**COMM 208- 201 Technology For Journalists, Room 002**  
**MWF 2:45 p.m. – 3:35 p.m.**

**Instructor:** Jessica R. Brown

**E-mail:** [jbrown7@luc.edu](mailto:jbrown7@luc.edu) (Please allow up to 24 hours for a response to e-mail; 48 hours on weekends. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)

**Office:** SOC 218      **Phone:** 312-915-7726      **Office Hours:** Wednesday 4-6; Thursday 2-4

### **COURSE DESCRIPTION**

This course is designed to teach students the fundamentals of basic technology used in today's newsrooms to report events and tell stories. Students will learn to apply their news judgment to audio, video, visual technologies and software in order produce well-planned, well written, and well edited stories across platforms. Finally, students will use technology to brand themselves and their content as a legitimate source of journalism. The ultimate goal of this course is to give students a taste of different mediums and technology to help them choose their path within the field of journalism.

### **TEXT AND OTHER MATERIALS**

*2013 Associated Press Stylebook*

Flash Drive/External Hard Drive (4g minimum)

Additional Readings will be provided over the semester

**GRADING: It is your responsibility to keep track of your grade. While I will post most grades to Sakai, your exercise or participation scores may not be available.**

100-95	A	94-90	A-	89-87	B+	Projects (30%)	Midterm (20%)
86-83	B	82-80	B-	79-77	C+	Participation/Professionalism (10%)	
76-74	C	73-70	C-	69-67	D+	Assignments/Exercises (10%)	
66-65	D	Below 65	F			Final Project (30%)	

NO absence will be excused unless it is because of the death of a loved one or serious illness or injury. You will be required to present proof for an excused absence. Proof **MUST** be given no later than your first day back. You must alert me at least 24 hours before class of any absence that you want excused.

**Plagiarism Statement: Please see attached document.**

### **SPECIAL NEEDS**

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <<http://www.luc.edu/sswd/index.shtml>>

**IMPORTANT NOTE:** While some of these technologies may be new to you, it is up to you as the student to troubleshoot your way through any difficulties. The SOC has many resources available to you, including your instructor, staff and online resources. If you require additional assistance using any equipment or software, please contact Technology Coordinator Andi Pacheco ([apacheco@luc.edu](mailto:apacheco@luc.edu); X58830, Owl Lab 004)

## IMPORTANT NOTES:

- 1.) PROFESSIONALISM will be assessed on these criteria: being on time for class; not leaving class before it's been adjourned; being disruptive or rude to others; texting; gaming; playing games; using social networks; using technology or devices for purposes other than our course work; being deceptive about absences, missed work, or other course issues. I will make note of any of these issues and adjust this grade accordingly.
- 2.) PARTICIPATION: You are expected to participate in class discussion and be present for training on the various technologies and software used in the course. You may also be asked to lead discussions on current events or issues on your beat.
- 3.) I will make reasonable efforts to allow you to work on some projects in class, but you should not rely on this time to complete course work. You should manage your life around how much time you need to travel, interview, report, edit, etc. You may already know that Technology will fail you at the worst time. Please pay attention to what you are doing, back up everything and do not wait until the last minute to finalize your work. **Remember journalists must meet deadlines no matter what.**
- 4.) It is your responsibility to check out equipment in a timely fashion and follow OWL Lab rules.
- 5.) One of the goals of this course to help you build your online brand as a professional, so make every effort to separate your social media presence from your professional one; and connect all of your professional activities.
- 6.) The technologies and software used in this course may not be ones you are familiar with, but do not avoid using them. This is how you learn. While at the end of the day, you have to meet deadlines, make every effort to learn things that are new or scary to you.
- 7.) Because technology changes daily, you will learn how many things journalists need to know and how many ways there are to do on task. Never forget your first goal is storytelling; the vehicle for telling that story is secondary but imperative. Remember that the story can get lost if you don't properly operate the vehicle.
- 8.) Because your covering a beat, I will eventually expect you to be an authority on that beat and be able to educate both the class and me about everything relevant to it. Choose a beat that will allow you execute the assignments below. Don't pick a beat that is too specific, or too broad. For example, cars would be too broad; and Divvy riders too specific.
- 9.) Your projects will be published on YouTube and Hubbub, and your sources should be aware of this. Nearly all work done for this course is designed for real-world application.
- 10.) Because projects have long lead times, it is rare that you would be given an extension for any reason. Since most projects are turned in electronically, you may not be excused from meeting deadlines, even on an excused absence.

## **THE COURSE (Subject to change): Project details follow course schedule**

### **Week 1: Introductions; Review; Beats**

Aug. 25 – Course overview, equipment and paperwork

Aug. 27 – Journalism v. Blogs/AP Style

Aug. 29 – Covering Beats: **DUE Sept. 5 Beat selection**

### **Week 2: Ethics, Citing sources and SEOs; Interviewing**

Sept. 1 – LABOR DAY: NO CLASS

Sept. 3 – Writing practice (headlines and captions)

Sept. 5 – **DUE: Beat selection**; Ethics in using technology to tell stories; Posting to blogs

#### **PROJECT 1: Blogs (ongoing)**

*ASSIGNMENT: Sources and story ideas due Sept. 8*

### **Week 3: Photography and Photoshop**

Sept. 8 – *DUE: Sources and story ideas*

*ASSIGNMENT (In-class): Refine blog template, title, about section, first post*

Sept. 10 – How to take a picture; Telling stories with photographs;

#### **PROJECT 2: Photos due Sept. 22; Photo Essay due Sept. 26**

Sept. 12 – Using Photoshop and iPhoto; Writing captions

### **Week 4: Shooting video; Interviewing**

Sept. 15 – Dos and Don'ts of shooting video; Interviewing

Sept. 17 – Man on the Street

Sept. 19 – Writing for broadcast; Vocal delivery

### **Week 5: Slideshows**

Sept. 22 – *DUE: Photos for slideshow*; Organizing photos

Sept. 24 – **PROJECT 3: Raw video due Oct. 13; News story due Oct. 20**

Sept. 26 – **DUE: PROJECT 2 (uploaded to blog)**

### **Week 6: Maps and Polls**

Sept. 29 – *ASSIGNMENT (In-class): Create a locator map for your blog*

Oct. 1- *ASSIGNMENT: (In-class) Create a poll for your blog*

Oct. 3- *ASSIGNMENT: Midterm project: Due Oct. 8 and 10*

### **Week 7: Midterm**

Oct. 6(7) – FALL BREAK: NO CLASS

Oct. 8 – *DUE: Midterm project: Group 1*

Oct. 10 – *DUE: Midterm project: Group 2*

### **Week 8 Video editing**

Oct. 13 – *DUE: Raw video for Project 3*: Editing with iMovie

Oct. 15 – Editing with Premiere Pro

Oct. 17 – Video editing continued

### **Week 9: Audacity and Reporting for Radio**

Oct. 20 – **DUE: PROJECT 3 (uploaded to blog)**

Oct. 22 – **PROJECT 4: Audio clips due Nov. 10; package due Nov. 14**

Oct. 24 – **PROJECT 5: Meet in Studio during Week 10: Scripts/Photos due Noon Oct. 31**

### **Week 10: Introduction to Layout and Digital Publishing**

Oct. 27 – From blog to layout: **PROJECT 6\*: Due Nov. 24**

Oct. 29 – Working with InDesign

Oct. 31 – **DUE PHOTOS AND SCRIPTS FOR PROJECT 5: by Noon to my luc.box account**

## **FINAL PROJECT: Multi-media feature, due Dec. 12/ budget due Nov. 17**

### **Week 11: In-Studio Work**

Nov. 3 – **PROJECT FIVE**: Round One

Nov. 5 – **PROJECT FIVE**: Round Two

Nov. 7 – **PROJECT FIVE**: Round Three

### **Week 12: Audio Package**

Nov. 10 – *DUE: Audio clips*: Editing with Audacity

Nov. 12 – Audio editing/Layout design continued

Nov. 14 – **DUE: PROJECT 4 (uploaded to blog)**

### **Week 13: Final Project**

Nov. 17 – *DUE: final project budget/plan*

Nov. 19 – Working with InDesign

Nov. 21 – **DUE: PROJECT 6\* (DO NOT UPLOAD to blog)**

### **Week 14: Final Project work**

Nov. 24 – Using InDesign continued

Nov. 26 -28 – THANKSGIVING BREAK

### **Week 15: Final Project**

Dec. 1 – *DUE: Final project written draft*

Dec. 3 – *DUE: Final project layout draft*

Dec. 5 – *DUE: Final Project*

**Final Exam: Tuesday, Dec. 12, 1-3 p.m.**

## **PROJECTS AND ASSIGNMENTS: Details and Due dates (subject to change)**

*Projects 1-5 MUST be posted to your blog and may count as your blog post for that week.*

### **Ongoing - PROJECT 1 (12 weeks): BLOG/SOCIAL MEDIA; 120 points: Grade: \_\_\_\_\_**

You will be required to create a blog, using WordPress, that you will post all of your content, both written and multimedia. You **MUST** update your site with content by 3 p.m. each Monday (beginning with Week 3) and provide me with the link to your site. Remember this site will be public, so you should treat it professionally and eventually use it as part of your digital portfolio. The best blog posts will have:

- SEO headlines
- Links within the body of the posts
- Photo or video
- Proper credits and captions for images
- Posts can be just an image or video, but you must have explanatory text (lead)
- Text-based posts should be short: 200-300 words
- Follow AP style, grammar, spelling and punctuation in body copy

*\*\* I recommend that you create a **Twitter** account associated with your blog. One of your goals in this course is to brand yourself and your work professionally online. You should consider your blog, your portfolio and layer as much social media to it as you can.*

You should post **Week 3-Week 15** (except for Fall Break). Posts are due by 3 p.m. each Monday.

### **Sept. 8 – Source list and Story ideas: 100 points**

For this assignment, you must provide me with a list of **six people** you can use as sources on your beat, and **four story ideas** from your beat. Your sources **MUST** include the person's full name, title and contact information; the story ideas **MUST** be written as news leads, including the 5 Ws, and if it is an event you need to provide the Who, What, When, Where, (and cost if applicable) in addition to the leads.

**You do not need to actually speak to sources; just list them.**

Please follow the format provided to you in class (typed in Times New Roman, 12 pt.)

**Sept. 22 and 26 -PROJECT 2: PHOTO ESSAY; 100 points**

You will be required to complete a documentary slide show with a minimum of 10 photographs that you take specifically for this course and the specific assignment. If you violate this rule you will at best fail this project and at worst fail the course. Your essay may highlight an event or issue on your beat; it should NOT profile a person, but it can profile a place/business.

**Oct. 1 – Creating a Google map: 50 points:**

Following our lesson on how to build a map using Google, you must write a blog post that includes a map you have built using Google. *NOTE: This is an additional blog post.*

**Oct. 3 – Creating a poll: 50 points**

Following our lesson on how to create a poll, you must craft one and interview at least one person to layer your story. *NOTE: This is an additional blog post..*

**Oct. 13 and 20 - PROJECT 3: VIDEO NEWS PACKAGE; 100 points**

You will be required to complete a **90 second OR 2-minute** news story on an event happening on your beat. Your news story must have at least two interviews.

**Nov. 10 and 14 - PROJECT 4: RADIO NEWS PACKAGE; 100 points**

You will be required to complete a **90 second-to-2-minute** news or feature story for radio broadcast. Your piece will have to include at least two sound bites from interview subjects. You may cover an event or feature a person or place as your story. Use SoundCloud to upload your audio file.

**Nov. 3, 5 and 7 - PROJECT 5: IN-STUDIO PUNDIT PACKAGE; 100 points**

You will be required to complete a **2-minute** on-camera commentary based on an issue on your beat. You should strive for some level of humor, cleverness or wittiness in your delivery. You will have to create 3 over-the-shoulder (OTS) images for your commentary as well as select a moving background from videoblocks.com.

**Nov. 21 - PROJECT 6: INTERACTIVE LAYOUT; 100 points**

You will be required to design a single-page “cover” of your blog that includes multimedia elements that could be used as an application if your layout was used an app.

**Dec. 5 - FINAL PROJECT: MULTI-MEDIA PACKAGE; 400 points**

You will be required to complete a 3-5 minute multi-media package. This project will combine much of the technology you have learned over the semester, including photography and/or video, and a short print component. You should consider this an in-depth feature story. Additional information about this project will come once it is formally assigned.

**Final Exam: Tuesday, Dec. 12, 1-3 p.m.**