

Syllabus Spring 2007

694 Online Writing, Design, and Production-Advanced Media

Classroom instruction and individual coaching in the gathering, writing, design and multimedia presentation of news and information for the school's online media. Students synthesize material from other campus media as well as generate original material.

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Class meets: 9:30 to 10:45 MW in 2000 Dole
And 3-hour lab periods as scheduled.

Text:

Assignments include visiting certain web sites. We have created and tagged bookmarks on del.icio.us. Point your web browser to <http://del.icio.us/rmusser/694>

Learning Goals

1. By the end of the class students should be comfortable with both the human and technological challenges of **working in a multimedia newsroom environment**. To that end, they will work shifts in the multimedia newsroom editing, preparing and coordinating news content with the goal of getting student reporters' stories on TV, in the newspaper and online.
2. By the end of the class students should be conversant in the latest trends and issues in the online journalism world. To that end they will read assigned material and **file weekly topical essays** on the multimedia newsroom blog, eHub.
3. Students will develop **news editing skills** at the assignment and copy editor level, working with student reporters and the content those reporters produce, to assure accuracy, balance and concise and compelling online story telling. Class members will read, evaluate, and improve news content in a collaborative effort with student reporters and producers.
4. Students will develop and **execute a web project for tv.ku.edu** as part of a semester project.

Grading

Students must attend classes and laboratory periods. Attendance will account for 15 percent of the total grade. Journalism instructors may choose to drop students from a course, based on attendance, without the student's consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state aid.

Students who receive any form of Financial Aid should learn all requirements including minimum hours and grades to qualify for and retain that aid.

1. Working in a multimedia newsroom environment

Evaluation will be based on the number and quality of stories guided to publication, the student's facility on various production platforms and software, feedback from student news staff on the student's helpfulness and editing, and observations by peers and instructors. A list of the required specific skill sets is attached.

300 points

2. Weekly topical essays

Evaluation will be based on a series of essays on assigned topics. Essays should be tightly written; show original thought, research and insight; and be submitted on time. Essays will be filed as drafts to the multimedia newsroom blog and the best work will be selected for posting on that blog. Commenting on other's essays will also be taken into account as a measure of intellectual engagement and will help increase borderline grades. A missed essay can be made up by attending a computer skills training class through the J-School tech session or ACS. Proof of completion must be provided by the student.

250 points

3. Develop news editing skills

Students will be responsible for the accuracy, grammar, spelling and timeliness of content that they post to the web. Mark ups posted in the multimedia newsroom will give regular feedback on content issues. Evaluation also will be based on a blog journal that students post to regularly. Students will log a shift report to their personal blogs after the end of each shift as part of their semester portfolio. Journals kept on the personal blog also will include student entries on improvements made or challenges faced and on progress on their semester projects. Links to the student's work, related stories and other sources should also be included. These blogs will serve as a performance record when students are evaluated at regular intervals throughout the semester in one-on-one conferences with the instructor. This category includes working with advanced student reporters' in-depth projects. Commenting on other's personal blogs will also be taken into account as a measure of intellectual engagement and will help increase borderline grades.

250 points

4. Web project for tv.ku.edu

Evaluation will be based on a completed project with accompanying explanation and in-class presentation of the design

500 points

5. Professionalism including attendance

Included in this category is working well with other staff, punctuality, work ethic, attitude, and the whole constellation of commonly accepted workplace skills and behavior.

Unexpected and unexplained failure to show up for lab will quickly lower this evaluation.

Your lab shift is your job. Students should find another person in the class to cover lab shifts for them if they have conflicts.

200 points

6. Midterm

A test over both skills, like coding and image manipulation, plus editing and basic style, as well as writing to repurpose. May also include an essay question over web topics and issues covered thus far in the semester.

200 points

Grading Scale

A = 92 percent and above

A- = 90-92

B+ = 88-90

B = 82-88

B- = 80-82

C+ = 78-79

C = 72-77

C- = 70-72

D+ = 68-70

D = 62-68

D- = 60-62

F = 59 and below

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

School Laboratories -- The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-served basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-served basis through Outlook Web Access, www.mail.ku.edu. Instructions are available on the J-School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Class Calendar

Topics are subject to change. Blogging assignments may vary. But you can take project due dates to the bank.

Week One

Tuesday January 23

Topic: Blogging and eHub How to develop your personal blog writing style. How to drive traffic to your blog.

View the production online. EPIC.

Assignment: Write a 200 to 300-word blog post. Bring it, and a digital illustrative image with you on a flash drive to class on Thursday

Blog Question: YouTube is killing TV news for the next generation of viewers. Agree? Disagree?

Thursday January 25

Topic: **Turning a TV script into an online story. Choosing images for online TV stories.**
Tech Training: How to post text and links to eHub blog. Configure individual blog and post first essay. (In-class)

Due: Blog Question Print out Blog entry during the day and leave it on clip board outside Rick's office.

Week Two

Tuesday January 30

Topic: **YouTube not only rules but it is hastening the end of TV news as we know it.**

Only old people watch TV news.

*During the first week of lab shifts, you need to make sure you:

- Take your photo for tv.ku.edu and update your info/bio
- Enter student staff info/bios and take pictures of the staff
- Learn how to change PopStar content (first shift)
- Learn how to post 3:00 update (first shift)

Learn how to post text, upload tease images and video (second shift)

Thursday February 1

Topic: On line packages. Posting images to blogs.

Due Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip

board outside Rick's office Cell phones, instant messaging and Facebook. How has the connectivity of the new media changed what audiences read and watch and listen to and what they *want* to read and watch and listen to?

Week Three

Tuesday February 6

Topic: **Video blogs and video blogging**

Blog Question:

Thursday February 8

Topic: The arc of the semester. A learning curve.

Due: Video Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip board outside Rick's office

Week Four

Tuesday February 13

Topic **Citizen Journalism. The web has cut out the middleman in travel, commerce and other areas. Now it is cutting out the journalist as middleman with the citizen journalists' movement.**

Thursday February 15

Topic:

Due: Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip board outside Rick's office

Week Five

Tuesday February 20

Topic: **The iPhone, the iPod, PDA's and multi-use devices as a new medium. The future of editors, writers, and marketers.**

Topic:

Thursday February 22

Topic: **Social networks.**

Due: Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip board outside Rick's office

Week Six

Tuesday February 27

Topic: Conferences

Assignment: Blog on the rise of social networks as a replacement for mainstream media

Thursday March 1

Topic: Looking at in-depths

Due: Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip board outside Rick's office

Week Seven

Tuesday March 6

Assignment: Blog question: News technocrats, Technorati and Gawker.com. What is it that gets a blogger to the A-list (or at least the temporarily hot list) and what does it mean to be on the A list?

Thursday March 8

Topic: Guest ... Thinking multimedia

Due: A-list Blog Question by 5 p.m. Print out Blog entry during the day and leave it on clip board outside Rick's office

Week Eight

Tuesday March 13

Topic: **Wikipedia is citizen journalism and does not deserve to be relegated to the "bad link" list. Right or wrong? Defend your answer.**

Thursday March 15

Topic: **Photoshop training. Assignment:**

Blog question. Free swim. Pick your topic for eHub and let 'er rip.

Due: Free swim blog

Week Nine
March 20 and 22
Spring Break

Week Ten

Tuesday March 27

Topic: Projects...694 projects

Topic: **Economic engines: Craigslist and Google's AdSense and pay per page views: Strengths, Weaknesses, Opportunities and Threats. Who has the best revenue model for online media sites? Can retail ads fund the news of the future?**

Thursday March 29

Topic: 693 projects. Please come at 9:20. We will pair up with partners from the 693 class for a start

Due: Blog Question

Week Eleven

Tuesday April 3

Topic: Talk about 693 projects

Thursday April 5

Topic: Talk about J419, projects

News mapping: Chicagocrime.org and GPS. Propose a local news map concept that would work on tv.ku.edu. How could we use GPS data in your own fanciful mashup?

Assignment

Due: Blog question

Week Twelve

Tuesday April 10

Topic: Guest... podcasting **iPods. A new medium. Is podcasting already passé?**

Thursday April 12

Due: Blog question

Week Thirteen

Tuesday April 17

Topic

Thursday April 19

Topic: ***First Strategy Draft Due For project***

Due: Blog question

Week Fourteen

Tuesday April 24

Topic:

Thursday April 25

Topic: *First tactics Draft Due For project*

Due: Last Blog question

Week Fifteen

Tuesday May 1

Topic: Work on Projects

Thursday May 3

Topic: Work on Projects

Friday May 4 Final text reports due

Week Sixteen

Tuesday May 8

Topic: Present Projects to class

Thursday May 10

Topic: Present Projects to dignitaries