GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 03/22/2022

GCCCD Governing Board Approval: 04/19/2022

MEDIA COMMUNICATIONS 212 – MULTIMEDIA REPORTING

1. Course Number Course Title Semester Units

MCOM 212 Multimedia Reporting 3

Semester Hours

2 hours lecture*:* 32-36 hours 64-72 outside-of-class hours

3 hours lab: 48-54 hours144-162 total hours

2. Prerequisite

A “C” grade or higher or “Pass” in MCOM 112 or equivalent.

Corequisite

None

Recommended Preparation

None

3. Catalog Description

This course will provide an introduction to multimedia storytelling with a journalism emphasis. Techniques that will be explored include use of video, photos, audio, animation, and text to convey interactive news and feature stories through the internet and other electronic media. Students will also apply techniques in digital research, critical thinking, and content synthesis.

4. Course Objectives

The student will:

a. Construct news stories through blog and social media posts.

b. Produce news stories using audio and video.

c. Demonstrate current media editing techniques.

d. Interpret and apply legal issues to works created.

e. Assess digital storytelling strategies such as knowing when and how to use traditional print, audio, video, multimedia, and other visual and social media.

f. Develop digital research strategies.

5. Instructional Facilities

a. Standard classroom.

b. Video editing lab.

c. Audio editing lab.

d. Print editing lab.

e. Special aids such as access to video cameras, audio recorders, digital workstations, internet access, and access to campus media websites.

6. Special Materials Required of Student

High capacity portable media storage device

7. Course Content

1. Storytelling techniques/writing
2. Blogs
3. Interactive social media
4. Visual communication
5. Copy editing
6. Legal issues, including copyright
7. Shoot and edit video for storytelling
8. Create photo slideshow stories
9. Record and edit audio for storytelling
10. Digital research techniques and practice
11. Assess digital media sources, including database
12. Audio, video, and print editing

8. Method of Instruction

1. Lecture, lab demonstration, and classroom review.
2. Discussion of published and non-published assignments.
3. Guest speakers.

9. Methods of Evaluating Student Performance

1. Assessment of reporting projects and content such as design and multimedia produced across multiple platforms.
2. Quizzes and exams including a final.
3. Instructor and peer critiques.
4. Professional protocols such meeting deadlines and participation in scheduled meetings and activities measured by attendance records and lab hour logs.

10. Outside of Class Assignments

1. Creation of a publishable webpage.
2. Digital photo and cross-media platform news assignments, such as biographical profile or time-frame mini documentary.
3. Production of cross-media platform interviews.

11. Representative Texts

1. Representative text(s):
2. Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (4th ed.). Sage, 2019.
3. Bradshaw. Paul. *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age* (2nd ed.). Routledge, 2018.
4. Supplemental texts and workbooks:

None.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Critically analyze and understand the functions of multimedia reporting.
2. Design, and produce a content integrating the proper nomenclature and techniques.
3. Incorporate skills to write, edit and produce news stories, and other multimedia presentations/productions.