1. Catalog description
(a) Journalism 4761
(b) Advanced New Media Design
(c) 2-2-3
(d) On demand
(e) New Media Design
(f) The study and design of advanced forms of journalism and storytelling using new media such as streaming audio, video, animations, virtual reality simulations and other means and media
(g) Prerequisite: JOU 3701/3702 or permission of the instructor

2. Objectives and Evaluation of the Course
(h) Course objectives:
• To develop the journalistic skills necessary to report and to communicate news and information effectively through new and emerging media.
• To identify communication solutions to the obstacles that jeopardize the creation and dissemination of content for emerging media
• To analyze the techniques used in the creation of content for emerging media now and in the future.
• To identify new media approaches for effectively communicating with a diverse set of audiences.

(i) Not a general education course
(j) Assessment
• Exams assessing student knowledge of and ability to apply visual communication theory to emerging media.
• In-class and out-of-class assignments designed to assess student skills in design and photography. The instructor will critique the assignments. Some assignments will require revisions.

(k) Students taking JOU 4761 for graduate credit will be expected to write a 15-page paper analyzing the design and application of new media elements in recently published journalistic packages. Additionally, student will be assigned additional text(s) and or articles that must be incorporated into the analytical report. Students will also make an oral report to the class summarizing their findings.

(l) NA

3. Outline of the Course (two 100-minute class sessions per week):
(m) Course outline
   Week 1: Overview of basic informational design approaches and how they apply to different media; Internet, personal digital assistants (PDAs), still media, motion media. Composition, design, and organization of visual information.
   Week 2: In-class lab for creation of QuickTime Virtual Reality movies (QTVRs) utilizing various programs and discussing the effects of those programs on the presentation.
   Week 3: Creating multi-scene QuickTime VRs (multi-node), how to link VR elements.
   Week 4: In class lab for creation of multi-node QTVRs.
   Week 5: Basic approaches, rules and considerations for shooting video.
   Week 6: Use of video-editing software (ex: Final Cut Pro, iMovie 3, etc.).
   Week 7: In-class video and audio editing exercises.
   Week 8: Shooting and editing video in the field.
Week 9: In-class lecture/lab project execution lab.
Week 10: Overview of PDAs and related media and the effect of Micro Media on News presentation.
Week 11: Conversion and creation of text-based media (PDAs).
Week 12: Considerations and approaches to the conversion/creation of images/graphics for Micro Media.
Week 13: Creation of a mixed media documentary/journalistic project (using appropriate software) using PDF’s and multimedia.
Week 14: Mixed Media creation lab.
Week 15: Lab for final project/ final projects due. Students are required to construct a PDF formatted news report that utilizes a: QTVR movie, QuickTime movie, text, and a micro formatted version.

(n) NA

4. Rationale
   (o) As media converge, students increasingly need a broad-based, general understanding of how to bring those mixed media together to provide effective and coherent journalistic reports.
   (p) Since the course is advanced in nature, the 4000-level designation is appropriate. The prerequisite is Journalism 3701/3702.
   (q) There is no other course that takes a journalistic approach to the creation, editing, presentation and distribution of news through new media.
   (r) The course is a required course in the New Media concentration for journalism majors and an elective for other journalism majors.

5. Implementation
   (s) Brian Poulter.
   (t) No additional costs: Students will use existing hardware and software provided by the Journalism Department.
   (u) Text:
       • Readings on library reserve or online.
   (d) Spring 2004

6. Community College Transfer: A community college course will not be judged equivalent to this course.

7. Date approved by the department: November 21, 2002

8. Date approved by CAH Curriculum Committee: December 18, 2002

9. Date approved by CAA: January 30, 2003

10. Date approved by CGS: February 4, 2003