Eastern Illinois University
New Course Proposal
4762 JOU, Interactive Reporting and Design

1. Catalog description
   (a) Journalism 4762
   (b) Interactive Reporting and Design
   (c) 1-3-3
   (d) On demand
   (e) Interactive Jou
   (f) Class will focus on the creation of interactive journalistic packages. Industry standard software and the corresponding scripting languages will be used extensively. The course will emphasize how best to use interactive packages to communicate effectively with diverse audiences.
   (g) Prerequisite: JOU 3701/3702 or permission of the instructor.

2. Objectives and Evaluation of the Course
   (a) Course objectives:
       • To develop the journalistic skills necessary to report and to communicate news and information effectively through interactive media.
       • To identify solutions to the obstacles that jeopardize the use of interactive media.
       • To create journalistic packages that provide greater depth than conventional, static media.
   (b) NA
   (c) Assessment
       • Exams assessing student knowledge of and ability to apply visual communication theory to interactive media.
       • In-class and out-of-class assignments designed to assess student skills in making interactive media. The instructor will critique the assignments.
       • Students will create two interactive projects, one simple and one complex. Students will be tested to assess their mastery of specific objectives as well as their skills in creating a unified journalistic package.
   (d) Students taking JOU 4762 for graduate credit will be expected to write a 15-page paper analyzing the design and application of interactive media elements in recently published journalistic packages. Additionally, student will be assigned additional text(s) and articles that must be incorporated into the analytical report. Students will also make an oral report to the class summarizing their findings.
   (e) NA

3. Outline of the Course (two 100-minute class sessions per week)
   (a) Week 1: Overview of basic animation-based interactive applications, motion media, Composition, design, and organization of visual information.
       Week 2: Creating a storyboard: Deciding what the audience needs to know and the best way to structure the information.
       Week 3: Creating simple and complex objects through interactive animation.
       Week 4: Controlling simple animation through the use of timelines.
       Week 5: Creating a user interface: The theory of interface design.
       Week 6: Controlling various media through use of interface, scripting and other user inputs.
       Week 7: In-class Lab: creating a simple interactive report.
Week 8: Project One Due: A simple journalistic package using two other media such as: video, audio, QTVR and PDF.
Week 9: Using advanced scripting language to manipulate media.
Week 10: Advanced use of sound reporting: Strategies for gathering and editing, ethics and compression.
Week 11: Story board for complex interactive project.
Week 12: Working with a basic database (forms and interactivity).
Week 13: Delivering content to diverse audiences, through a variety of formats. The effects of the digital divide, economics, social factors and other barriers.
Weeks 14 & 15: Optimizing media projects for use in different formats.
(b) Not applicable: Course will not be taught in a non-traditional format.

4. Rationale
(a) Interactive journalistic packages delivered by the Web and other media are becoming an important way for journalists to prepare and present information for evolving, converging and traditional journalistic media. State-of-the-art software programs and other tools that assist new media designers will be integrated into the development of credible and appealing journalistic packages. This will be a capstone course in the New Media Concentration Curriculum.
(b) Since this course content is advanced in nature, the 4000-level designation is appropriate. The prerequisite is Journalism 3701/3702
(c) Similarity to existing courses and/or effect upon programs in other departments: There is no other course that teaches the creation of interactive journalistic packages.
(d) Impact on Program: The course is a required course in the New Media concentration for Journalism majors and an elective for other Journalism majors

5. Implementation
(a) Brian Poulter.
(b) No additional costs: Students will use existing hardware and software provided by the Journalism Department.
(c) Texts:
• Readings on library reserve and 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: December 2, 2002

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

9. Date approved by CAA: February 6, 2003

10. Date approved by CGS: February 4, 2003