KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department:_____ Date:_____

Title Of Course/Degree/Concentration/Certificate:_____ **JRL 4500**

Change(s) Initiated: (Please check)

☐ **Closing of Degree**   ☐ **Change in Degree or Certificate**
☐ **Closing of Certificate**   ☐ **Change in Degree: Adding Concentration**
☐ **New Certificate Proposal**   ☐ **Change in Degree: Deleting Concentration**
☐ **New Degree Proposal**   ☐ **Change in Prerequisite, Corequisite, and/or Pre/Co-requisite**
☐ **New Course**   ☐ **Change in Course Designation**
☐ **New 82 Course (Pilot Course)**   ☐ **Change in Course Description**
☐ **Deletion of Course(s)**   ☐ **Change in Course Title, Number, Credits and/or Hours**
                                           ☐ **Change in Academic Policy**
                                           ☐ **Pathways Submission:**
                                                   ☐ **Life and Physical Science**
                                                   ☐ **Math and Quantitative Reasoning**
                                                   ☐ **A. World Cultures and Global Issues**
                                                   ☐ **B. U.S. Experience in its Diversity**
                                                   ☐ **C. Creative Expression**
                                                   ☐ **D. Individual and Society**
                                                   ☐ **E. Scientific World**

☐ **Change in Program Learning Outcomes**
☐ **Other (please describe):**_____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved:_____**Signature, Committee Chairperson:**_____

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved:_____**Signature, Department Chairperson:**_____

Date Approved:_____**Signature, Department Chairperson:**_____

I have reviewed the attached material/proposal

Signature, Department Chairperson:_____

Revised/Augl.2018/AK
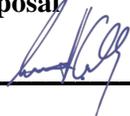
New Course Proposal Form*

*This form is **NOT** intended for Internships or Field Work

1. Complete the requested course information in the table below. Indicate "**NONE**" where applicable.
   *For Assignment of New Course Number, contact **Academic Scheduling**.

Department:	Communications & Performing Arts
Course Designation/Prefix:	JRL
*Course Number:	4500
Course Title:	Multimedia Journalism
Course Description: (Note: Description should include language similar to Course Learning Outcomes.)	Fundamental principles of multi-platform journalism. Writing and reporting for the web, creation of basic audio, video, social media-driven and visual texts, introduction to the tools of multi-platform journalism in both theory and practice.
Prerequisite(s):	None
Corequisite(s):	None
Pre-/Co-requisite(s):	None
Open ONLY to Select students (Specify Population):	
Frequency course is to be offered (Select All that Apply)	X Fall ☐ Winter X Spring ☐ Summer
Suggested Class Limit:	25
Indicate if a special space, such as a lab, and/or special equipment will be required:	A computer lab with full Adobe Creative Suite

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* -***Hours are based on hours per week in a typical 12-week semester** (Please check **ONE** box based on credits):

1-credit:	☐ 1 hour lecture ☐ 2 hours lab/field/gym
2-credits:	☐ 2 hours lecture ☐ 1 hour lecture, 2 hours lab/field ☐ 4 hours lab/field
3-credits:	X 3 hours lecture ☐ 2 hours lecture, 2 hours lab/field

☐ 1 hour lecture, 4 hours lab/field ☐ 6 hours lab/field	

4-credits:	☐ 4 hours lecture ☐ 3 hours lecture, 2 hours lab/field ☐ 2 hours lecture, 4 hours lab/field ☐ 1 hour lecture, 6 hours lab/field ☐ 8 hours lab/field

More than 4-credits: ☐ Number of credits: _____ (explain mix lecture/lab below)

_____ Lecture   _____ Lab

Explanation:_____

3. **Where** does this course fit? Select from the following:

☐ Degree Program(s)/Certificate(s)*	**List Degree Program(s)/Certificate(s):** 1. A.S. Journalism 2.
☐ General Education/Pathways	**Select ONE of the following:** ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)
☐ **82XX** Pilot/Experimental Course	**If proposed as a "real" course, where will this course fit?** Select from the following: **List Degree Program(s)/Certificate(s):** 1. 2. **Select ONE of the following:** ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C)

	☐ Individual and Society (Group D) ☐ Scientific World (Group E)

*If Degree Program/Certificate is Selected:

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)
30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)
20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

Additional Separate Submissions Required:
1. Curriculum Transmittal Cover Page indicating a "Change in Degree or Certificate"
2. Memo with rationale for inclusion of the course within the curriculum
3. "Current" Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. "Proposed" Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

If General Education/Pathways is Selected:
- Please refer to NYSED Guidelines for courses that are considered Liberal Arts (General Education).
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a "**real**" course.

Additional Separate Submissions Required:
1. Curriculum Transmittal Cover Page indicating BOTH "New Course" and "Pathways"
2. CUNY Common Core Pathways Submission Form

4. **List the Course Learning Outcomes** – Course Learning Outcomes are measureable/demonstrable, containing "**action verbs**" (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should significantly align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL sections** of the same course and **MUST** be included on the syllabus.

Course Learning Outcomes
1. Be able to ethically, morally and legally gather and assess information/news and pitch stories for a variety of news formats and genres, including digital and print
2. Demonstrate a clear understanding of the use of journalism in the internet sphere, as well as social media and crowd-sourcing in the covering of local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.
3. Apply skills in selecting, producing, and evaluating photo, audio, and video content to generate original multimedia projects and critically assess works created by others for publication.
4. Analyze and implement core concepts and techniques from disciplines or interdisciplinary fields focused on creative expression, including arts, communications, creative writing, media arts, music, and theater, to produce original works and critically evaluate their effectiveness.

5. **Assessment of Course Learning Outcomes**: The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading.
   REMINDER - Assessment of Course Learning Outcomes are based on a **Common Syllabu**s – to allow for **any** qualified instructor to teach the course.

Course Learning Outcome	Percentage of Grade	Measurement of Learning Outcome (Artifact/Assignment/Activity)
1. Be able to ethically, morally and legally gather and assess information/news and pitch stories for a variety of news formats and genres, including digital and print	30	Every article the students write/produce over the course of the semester will require them to do reporting on pieces that will be published online via the Perkins Grant funded Journalism website.
2. Demonstrate a clear understanding of the use of journalism in the internet sphere, as well as social media and crowd-sourcing in the covering of local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.	20	Every article the students write/produce during the course will showcase their ability to use social media to report a topic outside their community.
3. Apply skills in selecting, producing, and evaluating photo, audio, and video content to generate original multimedia projects and critically assess works created by others for publication.	30	Every article the students pitch will have photos, video and audio elements to ensure the piece is published on the online element student newspaper or as a part of a podcast.
4. Analyze and implement core concepts and techniques from disciplines or interdisciplinary fields focused on creative expression, including arts, communications, creative writing, media arts, music, and theater, to produce original works and critically evaluate their effectiveness.	20	All audio/photos and texts will be edited in accompanying software via Adobe or Microsoft. Students must learn software in order to advance in class.

5.		
6.		

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to include.

> The students enrolled would consist of Journalism and Print Media Majors, Media Arts students looking to broaden their writing abilities, liberal arts students looking for an intriguing new elective and those considering Journalism as a career field but unsure. It is also an excellent introductory course for students looking to learn new programs to broaden their skills in the creator spheres

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course's role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Annual Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students seeking to transfer to a 4-yr college or transition into a career after KCC?

> This course will give students a firm grounding in the dynamics—the pressures and opportunities—of the news industry now and in the future. Students in the class will then look for key opportunities to disrupt the industry, selecting a target for disruption and formulating a strategy. They will then formulate a strategy for defense against the disruption. Students will study advertising, subscription, e-commerce, and other revenue streams as well as marketing and distribution.

8. Upon transfer, does this course meet a specified requirement for a degree at a 4-year institution? If so, please include the institution and degree program. It is recommended you review your current Articulation Agreements.

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

This course will not conflict with anything being offered in Kingsborough and will also serve to rekindle the online effort of Student Publications to provide a free newspaper to the College and the surrounding community. It will also be an excellent elective for anyone in Media Arts who wants to continue to sharpen their skills.

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

Inside Reporting, Tim Harrower
The Associated Press Stylebook, 2023 Edition
Adobe Indesign, Photoshop, Audition access for all students.

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be specific and explicit regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

JRL XX: Multimedia Journalism
C
ourse Description:

Fundamental principles of multi-platform journalism. Writing and reporting for the web, creation of basic audio, video, social media-driven and visual texts, introduction to the tools of multi-platform journalism in

both theory and practice.

Student Learning Objectives For This Course:

1. Be able to gather news for a variety of news formats and genres, including digital, print and to successfully produce pitch written and oral stories for publication.

2. Demonstrate a clear understanding of the use of journalism in the internet sphere, as well as social media and crowd-sourcing in the covering of local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.

3. Gather, interpret and assess photo, audio and video content for the purpose of creating their own unique content for publication.

4. Demonstrate a knowledge of the technological programs and apps needed to create unique and factual journalistic work as well as an understanding of the efforts of prior creators, publishers and journalists and how it shapes the medium today.

5. Have an understanding of Journalism ethics, morals and legality issues and how they interact with other mediums such as the internet, media relations, marketing and non-fiction creative writing.

Course Requirements:

Students must attend class every week. In addition, students fulfill the course requirements by writing and completing required pieces. Late work will not be accepted at any time.

By the end of the course, students must present their work, whether it be on a website, social media channel or app that best exhibits what they've learned during the course.

Students must have the following in order to take the class:
A USB audio recorder
A competent digital camera with a video function
Flash Drive of at least 8-gigs to hold required classwork
Students must also set up their own WordPress blog in order to host their work.

Required Pieces:
SEO, Twitter, Facebook and other Social Media tools and their importance in Journalism: Students will watch a television show or sports game or press conference and live Tweet and Facebook post during the event before they write a 500-word recap of event and Tweet and FB the article.
Photo: Students will pitch a story that involves taking photos of a subject or topic. A 250-word blurb and full captions must be provided.
Audio: Students will conduct an interview with a person of interest and edit it into a three-minute story. A photo and 250-word blurb will accompany the story.
Audio Slideshow: 25 photos, captioned, combined with audio. Approximately two minutes in length.
Video: A two-minute news spot/feature, with or without/stand in, utilizing b-roll and various shooting techniques.
Final Project: Using any of the methods we've discussed this semester, you will write an 800-1000 word reported piece and incorporate two multimedia elements into it.
There will also be various in-class exercises in order to prepare students for assignments.
Pitching:
Every story you produce must be pitched, verbally and orally. We will discuss the pitch process the first week of the semester.
Important Dates:
Please note that this class meets EVERY WEEK at X:XX. Please see the attached calendar:

Week 1:

Introduction to journalism-friendly social media. WordPress CMS tutorial. The right equipment for the right story. In-class assignment. Pitch for first assignment.
The difference between a print deadline and a digital one. Reporting techniques for the digital age. The art of the re-write. Using links properly. How to caption photos properly. CMS and social media refresher. Pitch for photo project. Critique of first assignment.

Week 2/3:

How to layout pieces for the web. Photo tutorial. The ins and outs of camera programming. Using photos to make content more interesting. Photoshop tutorial. Flickr tutorial. In-class assignment.

Week 4:

Audio tutorial. Audacity tutorial. Introduction to Skype and Switch. In-Class assignment. Critique of Photo Assignments.
Writing headlines for the web. Photo taking quiz. Pitch for Audio piece. In-class assignment.

Week 5/6:

Critique of audio slideshows. In-class assignment. Pitch for video project. Social media quiz.
Critique of video projects. Discussion of goals in journalism. Can the tools we've learned help us attain them? Your first interview with an online publication.

Week 7:

Rewrite drill. Audio quiz. Critique of Audio assignments. In-class assignment. Video tutorial. Examples shown.

Week 8/9:

B-Roll help. Pitch for Audio slideshow. Meetings with students to discuss grades. In-class assignment. Review of what we've learned thus far. The importance of a professional resume and a personal website. Examples. In-class assignment.

Week 10:

Possible trip to the CUNY Graduate School of Journalism, first pitch for final projects. More discussion of video project. In-class assignment.

Week 11:

Pitches for final projects. Presentation of video projects. Final Project run-through.

Week 12:

How to make a living off your work on the web. Rewrite drill.
Preparing For Your Final Presentation

Finals Week:

Final Presentations

Grading:
There are no formal quizzes, exams, or homework assignments. You will be graded on the following criteria:
● Class attendance/participation. 25%
● SEO, Photo Slideshow 20%
● Audio Project 15%.
● Video Project 15%
● Final Project 25%

Etiquette and Behavior:

Journalism is defined by collaboration. That means that we all work together for the creation of the work.
The following
is expected of all students.
- To show up on time and be present in the work.
- To maintain a safe atmosphere.
- To work together for the good of the production.
- Not to engage in any activity that threatens other students.
- Not to engage in any activity that is meant to create friction or acrimony amongst others.
- To ask questions.
- To be respectful of others at all times.
- To work actively to create a supportive and creatively inspiring environment.
Failure to adhere to these expectations will result in failing the course.
Required Texts:
Inside Reporting, Tim Harrower
The Associated Press Stylebook, 2023 Edition
Additional Resources:
Adobe Indesign, Photoshop, Audition access for all students.
[List of Relevant MMJ equipment/software already in possession] Laptops, Zoom Recorders. Most of this is
already in our possession through Perkins.