Instructor Information
Instructor: Allan Richards, associate professor
Office: Biscayne Bay Campus
Office Email: Richarda@fiu.edu
Office Hours: By appointment
Tel. 305-919-5947

Course Information
Classroom: Biscayne Bay AC II room 255
Class time: Tuesday/Thursday—1-2:50 p.m.

Catalog Description
Senior Multimedia Project (3) Conceptualizing and producing a digital journalism publication. Production includes working on Web design, photography and streaming video and audio.

Course Goals and Student Learning Objectives

Upon completion of this course, students will be able to:

--Conceive and write and/or video compelling stories for a digital publication.
--Integrate written articles with graphic design, digital photography, video, audio and social media platforms.
--Develop and demonstrate the entrepreneurial skills needed to successfully operate a digital publication targeting a specific community.
--Demonstrate an ability to work collaboratively.

Recommended Texts
There are no required textbooks.

Recommended readings:
The professor will assign important readings throughout the semester drawn from a variety of print and online publications, including The New York Times, The Washington Post, The Guardian, Columbia Journalism Review, Buzzfeed, Mashable, The Texas Tribune, Nieman Lab, others.
Students will be required to read and discuss the assignments in class. Quizzes will be given about the readings and account for 10% of your final grade.

**Student Expectations**
The School of Journalism and Mass Communication is a professional school and part of your training is to learn and uphold a code of conduct. This class imposes expectations on its students. Students are expected to complete all readings and assignments prior to the class where they will be discussed. Students are also expected to conduct themselves in a professional manner. This includes respecting the rights of fellow students and promoting an environment conducive to learning.

The major expectation of students concerns class attendance. There is a high correlation between attendance and grades in this class. 15% of your final grade will be based on your class attendance. Please make every effort to attend class regularly and on time. This will be especially important on days that we have guest speakers and advisers who will help mentor students on this project. Speakers will be announced in advance.

Attendance will be taken every class period. If a student misses more than **three (3) class periods**, the instructor reserves the right to lower the student’s final grade one letter grade. It is also very distracting when students arrive late. Please be on time.

**Excused absences are given for three situations only:**
1. Personal or family health conditions, certified by a physician or counselor and approved by the instructor;
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge and approved by the instructor;

**Assignments**
This course reflects the SJMC’s commitment to experimenting and evolving current media. This semester’s challenge and the series of assignments will focus on developing a digital-first, audience-first, news publication in a community that has no recent experience in producing, distributing and marketing objective news—and is absent a First Amendment-like protection that supports freedom of the press. The community: Cuba. The news site is diarioforcuba.press. Please review it.

Students will be required to research, develop concepts and practice journalistic principles as they generate and write stories across media, using text, video, audio, photography and social media platforms.

Creative use of platforms as part of a strategy for engaging the community and developing a readership is critical to the project’s success.

There are three stages to the project:
**Stage One:** Researching a digital-first, audience-first publication--diarioforcuba.press. Students will conduct research and develop a strategy to engage the proposed community (Cuban Millennials).
Stage Two: Designing, Reporting, Producing Stories
Students develop the site based on their audience analysis. They write stories/packages based on these findings—audience needs.

Stage Three: Editing, Publishing and Distributing through various platforms
Students will work individually and on multimedia packages with partners.

This is a challenging project and students will receive guidance from speakers/mentors who have expertise regarding Cuba and the media.

### Grading Summary

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<th>Stage</th>
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<td>Stage One</td>
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<td>Stage Two</td>
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<td>Stage Three</td>
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<tr>
<td>Attendance</td>
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<td>Quizzes</td>
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### Course Policy
It should be remembered that there are no shortcuts to good journalism and, as with all courses within our program, we are committed to upholding the highest ethical behavior. Any act of plagiarism will automatically result in an F for the course. **DO NOT be tempted to cut-and-paste from the Internet.** The School of Journalism will also refer such an act to university authorities for consideration of expulsion.

We will be adhering to journalism standards in this course. Deadlines matter in journalism. A late paper will result in a **lower** grade for that assignment.

### Grading Scale

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<tr>
<td>A</td>
<td>90-100</td>
<td>C</td>
<td>70-74</td>
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<td>B+</td>
<td>85-89</td>
<td>D</td>
<td>65-69</td>
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<tr>
<td>B</td>
<td>80-84</td>
<td>F</td>
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<tr>
<td>C+</td>
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### Academic Honesty
As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:
Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.